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VISIT VERSUS PURCHASE:
COMPARING INTERNET SHOPPER CLUSTERS

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Bachelor of Science in Psychology

Baldwin-Wallace College

May, 2005

submitted in partial fulfillment of requirements for the degree

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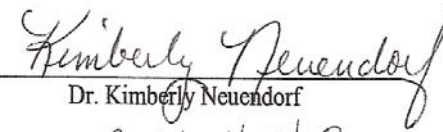
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ABSTRACT

The purpose of this study was to investigate whether or not differences occurred in how individuals visited and purchased products from the Internet. The study utilized data administered through an online survey to 441 individuals in the United States. The survey included items regarding general Internet use, website visit and purchase behavior, preferred website attributes, innovativeness, trust, presence, and demographics. Two cluster solutions were identified from the sample by clustering individuals based on website product categories visited and purchased separately. A new technique known as PermuCluster 1.0 was employed to enhance the stability of the cluster solutions. Results revealed that the visit and purchase cluster solutions contained different patterns, indicating that there is a distinction between the way individuals visit and purchase products online. Therefore, it cannot be assumed that an individual's online search behavior reflects patterns in their online purchases. However, the cluster solutions did contain some similarities. The attribute dimension of 'Reliable, Quick, Cheap, and Easy Websites', as well as innovativeness, differentiated clusters in both the visit and purchase solutions. Implications of this research include the ability for practitioners to increase website sales by identifying which type of individuals to target in their website development and marketing.

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CHAPTER I

INTRODUCTION AND RATIONALE

The Internet has become an increasingly effective marketing tool for businesses, as well as a prevalent method for information searches and product purchases in our current society. It is important for marketers to understand consumer choices and perceptions in order to more effectively increase product sales (Phau & Poon, 2000). Online retail sales are estimated to grow to produce about 329 billion dollars by the year 2010 (Zhou, Dai, & Zhang, 2007). With the increase of electronic commerce, research on Internet shopping behavior is useful and necessary for companies to develop effective marketing strategies.

A great deal of current Internet research investigates factors that effect purchase behavior, such as website features, levels of innovativeness, psychographic and demographic characteristics. However, research is scarce when it comes to investigating similarities among product category purchases of individuals. Studies do not explain the differences in online shopping preferences of consumers between various product

categories (Vijayasarathy, 2002). A goal of this research is to explore what types of products are commonly searched and purchased by consumers, as well as discovering what attributes or factors are important in category purchases and website searches. Differences in attribute preferences may be reflected in products shopped and purchased. One problem that commonly exists among online shopping studies is that researchers fail to take into account the fact that consumer participation in electronic shopping activities can differ by product categories (Cao & Mokhtarian, 2005). The current study is designed to explore these possible differences.

Characteristics of products and services offered on the Internet are also important to consider when conducting research on the impact of Internet use (Phau & Poon, 2000). The purpose of this study is to explore this occurrence in online shopping. Seock and Chen-Yu (2007) note that Internet users who go online primarily for information searches may differ in behavior and characteristics than those who go online for purchasing. Therefore, it is possible that this study may show differences in clusters based on product category online searches and purchases.

The goal of the current research is to further understand and explain the online shopping patterns of consumers. Implications of study results may also prove to be extremely useful for marketers. Given the demand of online shopping, research is particularly important in order to comprehend what types of products consumers are likely to purchase and what factors contribute to increased sales. Marketers can then better design their websites to reflect consumers' website attribute preferences.

CHAPTER II

LITERATURE REVIEW

2.1. Emergence of Online Shopping

Since the development of the World Wide Web, consumers have had a convenient outlet for shopping without having to leave the privacy of their own homes. Online shopping presents many other benefits to consumers, including a large selection of products to choose from and easily accessible information (Zhou, Dai, & Zhang, 2007). According to Internet Usage Statistics, 1.244 billion people currently use the Internet and about 234 million of Internet users are in North America. In addition, Internet use has increased by 244.7 % from 2000 to 2007 (Miniwatts Marketing Group, 2007).

With the growing increase of the Internet, online shopping has become an extremely prevalent method of obtaining information and purchasing products in our society. It is estimated that online retail sales will grow from 175 billion, in 2005, to 329 billion dollars by 2010 (Zhou, Dai, & Zhang, 2007). Research has shown that about 78% of shoppers in the United States purchase products from web sites and traditional stores (Kim & Kim, 2004).

2.2. Market Segmentation

A prominent concept in marketing is segmentation. A popular definition of market segmentation is a method where a total market is divided into sub-groups, in which individuals display different sensitivities to marketing mix variables or are useful for other marketing purposes (Myers, 1996; Quirk's Enterprises, Inc., 2008). This allows organizations to market products by accentuating that their products fulfill the needs of multiple market segments. The concept of market segmentation has been in existence throughout history. However, academics and organizations began to formally pursue the idea of segmentation in the 1950s (Smith, 1956).

One general method of segmentation is through clustering-based segmentation models, where segments are based on a cluster analysis. In the clustering approach, the number of segments is determined by clustering respondents based on certain variables. Frequently, these include product usage, brand preferences, desired benefits, attitudes, and psychographic variables (Myers, 1996; Wind, 1978). Marketers can then create segment profiles in order to target segments that are more likely to purchase their products and develop effective marketing strategies to reach those segments.

2.3. Clustering Shopper Behaviors/Orientations

Numerous approaches exist for researching online shopping and consumer behaviors. Many studies cluster shoppers based on their behaviors or orientations. Seock and Chen-Yu (2007) clustered college students based on shopping orientations. These researchers used a sample of 414 U.S., non-married, college students between the ages of 18 to 22 that had visited clothing websites. Participants answered 27 statements that

were used to measure shopping orientation for apparel websites. A factor analysis was conducted on the statements and seven shopping orientation factors were derived. The researchers then performed a cluster analysis using the seven factors forming three clusters; Cluster 1 was “Hesitant In-Home Shoppers”; Cluster 2 was “Practical Shoppers”; and Cluster 3 was “Involved Shoppers.” “Hesitant In-Home Shoppers” were characterized as not being highly involved with the shopping experience, as well as, being reluctant to shop at home. “Practical Shoppers” were most concerned with price and convenience. Also, they were least concerned with brand loyalty and shopping enjoyment. In contrast, “Involved Shoppers” were least concerned with price and convenience, and had the highest scores for shopping enjoyment, brand loyalty, and the likelihood to shop at home. Results of this study concluded that the importance of website attributes differed between information searches and past purchases. This is consistent with previous research history (Seock & Chen-Yu, 2007). The current research is designed to discover preferred attribute differences between individuals clustered based on their website visits and purchases of various product categories.

Clustering online shoppers has also been conducted for segmentation purposes. Barnes, Bauer, Neumann, and Huber (2007) clustered individuals in order to develop a typology that could be used for segmentation. A three cluster solution was derived using variables such as purchase behavior, website features, and psychographics. Cluster 1 was named “Risk-averse doubters.” Individuals in this cluster were characterized as extremely careful, reserved, and skeptical about new experiences. They also had the lowest levels in trust and highest perceived risk regarding online shopping. Cluster 2, “Open-minded online shoppers”, were described as having a low perceived risk, high

trust in online shopping, high extraversion scores, and low neuroticism scores. Cluster 3, “Reversed information seekers”, consisted of individuals characterized as careful, reserved, and used the Internet primarily for information searches or product evaluations before purchasing. A discriminant analysis concluded that neuroticism, willingness to buy, and pleasure shopping were variables that best separated the clusters. The “Risk-adverse doubters” contained the highest levels of neuroticism, while the “Open-minded online shoppers” rated willingness to buy and shopping enjoyment the highest (Barnes, Bauer, Neumann, & Huber, 2007).

Kau, Tang, and Ghose (2003) also developed a typology in order to conduct behavioral based segmentation of Internet shoppers. The purpose of their research was to determine the differences in attitudes and behaviors of online shoppers. A factor analysis was conducted on self-report items about online attitudes and behaviors, resulting in a six-factor solution accounting for 45 percent of the total variance. A cluster analysis was then performed using the factor scores, deriving a six-cluster solution. Cluster 1 was “On-off Shoppers”, which were individuals likely to obtain information online but purchase products offline. Cluster 2, “Comparative Shoppers”, were those who compared features, prices, and brands before making purchase decisions. Cluster 3, “Traditional Shoppers” bought their products from stores, rather than online. These individuals were likely to be between 40 and 49 years old. Cluster 4, “Dual Shoppers”, also compared brands and product feature when purchasing. While cluster 5, “E-Laggards” had low interest in online information searches, the last cluster, “Information Surfers”, consisted of frequent online information searchers and purchasers. Results

showed that there were differences among clusters in regards to demographics, navigation aptitude, and purchasing decisions (Kau, Tang, and Ghose, 2003).

Differences in clustering based on shopping behavior and attitudes may have similarities to differences in category clusters. The present study clusters people by using product categories in order to determine any categories that may be frequently purchased or visited by certain individuals, instead of clustering the individuals based on their attitudinal or personal characteristics. Categories with similar desired features may be likely to be visited or purchased together, reflecting differences in individual preferences.

2.4. Product Category Differences

When researching online shopping behavior, it is important to distinguish between the types of products being studied. The appropriateness of online marketing can vary based on the products' characteristics. For example, research shows that products such as online newspapers, magazines, and stock market results are more likely to be purchased online than some grocery products, car loans, and insurance products (Cao & Mokhtarian, 2005). A similar finding by Rosen and Howard (2000) also shows that some product categories are more suitable for online shopping due to various reasons. For example, media products including books, music, and videos are believed to transfer to online shopping from physical stores more easily than other categories (Rosen & Howard, 2000). Therefore, it is possible that the entertainment and books/magazine categories existing in the current study may be purchased at a greater extent than other products by certain individuals.

Many studies examining product category differences group products into general categories, instead of comparing multiple specific product categories. One such study was conducted by Francis and White (2004), who analyzed four broad shopping categories. The first category was “offline-goods” which consisted of products that consumers buy online but are delivered in an offline environment, such as clothing purchases. Similarly, “offline-services” were services paid for online and produced in an offline environment. An example of an online-service would be airline travel or hotel stays. “Electronic-goods” are those that are bought and downloaded online, such as computer software. Whereas, “electronic-services” are services acquired and conducted online, such as online banking. The goal of this research was to determine how utilitarian and hedonistic value related to each category. The study contained a sample of 40 U.S. Internet shoppers that participated in an interview where the participants were to recall previous experiences and answer questions describing their purchase situations. It was reported that the results were derived through content analysis and post-hoc coding. Utilitarian shopping was reported as being dominant in online purchases (Francis & White, 2004).

However, there are several limitations to the previous study. One is the lack of statistical evidence present in the authors’ discussion of the experimental results. The authors did not explain clearly how their analyses were done, nor do they provide any statistical results. Other limitations include the small sample size of the study and the fact that the information was obtained through an open-ended interview format. In contrast, the current research seeks to clearly, with statistical evidence, identify

differences between how people visit and purchase specific product categories on the Internet.

Vijayasathya and Jones (2000) explored the influence of product types on intentions to shop Internet catalogues. In their study, college student participants were placed in either a music or clothing shopping group. Participants then went through shopping simulations consisting of browsing catalogues online, making a product purchase, and complete a questionnaire about their attitudes and intentions while shopping (Vijayasathya & Jones, 2000). However, it is unclear whether the shopping simulation was conducted using real product websites or replicas.

The goal of the previous research was to observe if shopping intentions differed between the two product types; music and clothing. These two product types differed in the online experience and influence of others when shopping for them online. A factor analysis conducted on importance items revealed a seven-factor solution, explaining 72.55 percent of the total variance. The results concluded that participants rated the online shopping experience better for music than for clothing in regards to products offered and search information. An implication of this research is that it is very important to address product characteristic differences when investigating the attraction of online shopping (Vijayasathya & Jones, 2000). The current study seeks to further investigate this implication. It is possible that individuals may search or purchase groups of products having similar characteristics more frequently than others.

Vijayasathya (2003) also conducted another study analyzing product category types. The first group was “low cost tangible” goods, which were inexpensive physical

products, such as toys. “High cost tangible” products were expensive physical products, such as furniture and appliances. In contrast, “low cost intangible” products were inexpensive non-physical products such as computer software, and “high cost intangible” products were non-physical expensive products such as airline tickets. One of the research goals was to determine if the type of product purchased moderated the relationship of shopping intention and orientation. A regression analysis showed an independent effect of product type on intentions to shop. However, there was no significant moderating effect on shopping intention and orientation (Vijayasarathy, 2003).

Unlike the previous studies, research in online shopping frequently does not distinguish between product categories. Failure to focus research on particular product categories increases the amount of heterogeneity in results due to the different product categories that may exist. A majority of research focusing on specific product categories usually utilizes online book purchases (Cao & Mokhtarian, 2005). Having clearly defined categories in research also has vital implications for marketers. Not all products are suitable for electronic marketing. Product categorization allows marketers to identify appropriate products for e-retailing and profile online sales (So, Wong, & Sculli, 2005). The current study explores purchase and search behaviors for eleven different product categories. Therefore, it minimizes the inconsistent results due to a lack of clearly defined product categories existent in some past research.

2.5. Cross-Category Purchases

Russell and Petersen (2000) discuss the concept of “cross category dependence”, in which multiple product categories are purchased in the same shopping experience or

trip. The researchers developed a multivariate logistic model that factors in cross category dependence. This model was used to analyze four paper good categories in a grocery store. These were paper towels, toilet tissue, facial tissue, and paper napkins. It was found that purchase decisions were correlated across the different categories. An implication of this research is that by being aware of strong relationships between categories, marketers can increase sales by promoting one category which can influence sales of another (Russell & Petersen, 2000). It is also possible that individuals may purchase or search for products in the same pattern when shopping using the Internet.

Similarly, Russell et al. (1999) defined “multiple-category choice” as when the presence of a product or brand affects the decision process of another product in a separate category. Variables including brand recall and attribute preferences can influence purchasing decisions of separate product categories. Purchasing some products may increase interest in other products. For example, the purchase of a music player could prompt the purchase of a musical instrument. The former product initiates an interest in the latter (Russell et al., 1999). Therefore, it is possible that certain categories may be purchased more frequently by an individual because they are “multiple-category choice” products. The current study seeks to investigate what products are frequently purchased, as well as visited, by different clusters.

2.6. Website Attribute (Feature) Preferences

An important factor in website development is individuals’ preferred website features. Marketers can improve company websites by adding attributes that increase a willingness to search or purchase from a website. Website feature preferences may differ

between frequent online searchers and purchasers. A Forrester Research study showed that factors that influenced repeat website visits were speed, ease of website use, frequent website updates, and quality content (Rosen & Purinton, 2004).

A substantial portion of online shopping research evaluates website attributes. Blake, Neuendorf, and Valdiserri (2005) identified features obtained from previous studies that were found to impact website appeal. These features included security, vividness, riskiness, feature organization, quality of content, price, recognizability and desirability of brand, approval by referent others, and time or download speed. Using previous research, they developed twenty website features which were applied in their research of what appeals to consumers likely to shop new websites. This research assessed the attractiveness of website features while taking into account Internet experience and innovativeness. Results showed that ‘easy to find products’, ‘easy ordering process’, and ‘bargains’ were valued by high propensity shoppers (Blake, Neuendorf, & Valdiserri, 2005).

These results are consistent prior research. Implications of the previous study as well as other research suggest factors that can impact the design of online shopping websites. For instance, results from previous research indicate that online shopping environments should make buying repeat purchase items convenient, have an easy check out process, and should contain the necessary information for purchase decisions (Bellman, Lohse, & Johnson, 1999).

The previous research results are similar to findings from a Kim and Kim (2004) study in which attribute preferences were identified for clothing products. They

discovered that transaction and cost related attributes were most important for encouraging clothing purchases. Other previous research has shown that consumers are more likely to purchase clothing online when the websites have a secure and easy ordering system. It was also found that a return policy, product display, and an assortment of products that fit a range of sizes and not a precise fit, increased the likelihood to purchase clothing items (Kim & Kim, 2004).

Another study by Rosen and Purinton (2004) examining website attributes focused on four dimensions: coherence, complexity, legibility, and mystery. This study used participants who were very familiar with the Internet and used it frequently. However, almost half (49%) of their sample had never made an online purchase. Participants were instructed to conduct information searches on websites using their 'regular Internet surfing behaviors' and then rate the websites they visited. Results of the study showed that the coherence, complexity, and legibility factors explained 69.3% of total variance in a factor analysis of website attributes. The researchers concluded that it was most important for website designs to contain a simple, yet 'eye-catching' approach to draw consumers into the site without overwhelming them (Rosen & Purinton, 2004). However, this study only focused on website searches, and did not explore any purchase behaviors. It is possible that individuals with the goal of purchasing products may rate attribute importance differently.

Even though there are a multitude of studies concerning website attributes, many of them lack the aspect of examining attributes in regards to different web site domains. Zhang et al. (2001) focused on six website domains: financial, e-commerce, education, government, medical, and entertainment. Their analysis revealed the most important

features for each of the six categories. However, navigation was among the top attributes for all categories. Other attributes were found to be important for some but not all of the categories. For example, ‘currency/timeliness/update’ was among the top three most important attributes for only financial, medical, and government domains. It was also discovered that government, education, and medical domains were similar in terms of important attributes. Therefore, the study implies that attribute preferences vary by website domain (Zhang et al., 2001). It is possible that the current study will also show differences in website attribute preferences between clusters, reflecting the previous implications.

2.7. Internet Usage

Research has investigated the extent to which the amount of Internet usage affects individuals’ search and purchase behaviors when using the web. Research has commonly shown that individuals with greater lengths of internet use and exposure, including hours spent online and amount of product information searches, are more likely to shop online (Blake, Neuendorf, & Valdiserri, 2005; Citrin et al., 2000; Park & Jun, 2003). In addition, Blake, Neuendorf, and Valdiserri (2005) found that individuals with greater Internet experience demonstrated a larger preference for “substantive” website features, such as ‘price’ or ‘customer feedback’. However, a study conducted by Citrin et al. (2000) found Internet usage to be moderated by ‘domain-specific’ innovativeness. Therefore, it is possible that research results linking increased Internet usage to increased purchases may be due to the influence of other factors, as well as Internet usage.

2.8. Innovativeness

The concept of innovativeness was fostered by the seminal work of Rogers (2003) diffusion of innovations. Rogers defined an innovation as “an idea, practice, or object that is perceived as new by an individual or other unit of adoption” (Rogers, 2002, p. 990). Innovations are generally adopted at a faster rate when individuals identify them as containing a relative advantage over previous ideas, compatibility with values and needs of possible adopters, trialability, observability, and low levels of complexity (Rogers, 2002).

In addition, individuals differ on innovativeness which effects how quickly they adopt innovations. Rogers (2003) developed a categorization of five levels of innovation adoption based on a normal frequency distribution. The levels are “innovators”, “early adopters”, “early majority”, “late majority”, and “laggards”. “Innovators” are characterized as being venturesome. They have an understanding of technical knowledge and are able to handle high degrees of uncertainty regarding innovations. “Early adopters” are well respected individuals, with a high degree of opinion leadership, who decrease uncertainty about innovations. One of the largest categories is the “early majority”. They are individuals who adopt new ideas before the average individual but take longer to adopt new ideas than the “innovators” and “early adopters”. The “late majority” adopts innovations skeptically and is motivated by peer pressure. Lastly, “laggards” are the last people to adopt innovations. They are characterized as making decisions based on the past. Research has shown that “earlier adopters” tend to be more rational, intelligent, have greater exposure to media channels, seek information more actively, possess a higher ability for coping with risks, a more favorable attitude regarding change, and have greater knowledge of innovations than “later adopters”.

These characteristics can be extremely influential in the marketing segmentation process (Rogers, 2003).

As previously mentioned, innovativeness has been shown to have great importance in the research of online shopping. Innovativeness is the willingness of an individual to try new products or services (Blake, Neuendorf, & Valdiserri, 2005; Goldsmith & Hofacker, 1991). Innovativeness can be conceptually identified as global (general) innovativeness which is a personality dimension with minor influences on specific adoption decisions, or as domain-specific innovativeness (DSI) which reflects attitudes and behaviors regarding innovativeness for a certain domain or category (Flynn & Goldsmith, 1993).

In addition, the DSI is believed by some researchers to be a better measure when used in online shopping research than global innovativeness (Chang et al., 2005).

Previous research has shown that domain-specific innovativeness has been known to positively correlate with the amount of online shopping (Blake, Neuendorf, & Valdiserri, 2003; Citrin et al., 2000). Also, Blake, Neuendorf, and Valdiserri (2003) discovered that it is possible that innovativeness may be a factor in the determination of quantity of online shopping. Therefore, it is possible that in the current study, clusters of shoppers who display greater shopping frequency may be more innovative.

2.9. Trust and Social Presence

Online trust is also another important factor to consider when examining online shopper characteristics. Trust is a multidimensional concept, containing behavioral and cognitive elements. Elements of trust can include integrity, benevolence, ability, and

predictability (Gefen & Straub, 2004). Integrity in e-commerce is the belief that a website vendor will comply with stated rules or promises, while benevolence is the belief that the vendor values the consumers, regardless of profits obtained. Ability, in regards to e-commerce, is the beliefs about a vendor's competence in providing quality products (Wang & Emurian, 2005). Lastly, predictability is the belief that a vendor will supply reliable services in a timely manner (Gefen & Straub, 2004).

Research has demonstrated that greater amounts of trust are related to greater purchase amounts (Gefen & Straub, 2004; Wang & Emurian, 2005). A lack of trust in online vendors is a commonly reported reason consumers choose not to buy products online. However, previous research has shown that consumer testimonials, website design features and usability, company information and online procedures, clear warranty and security policies, as well as other factors can enhance consumers' trust in the online vendors involved (Krauter & Kaluscha, 2003; Wang & Emurian, 2005).

Another aspect related to trust is social presence. A popular definition of social presence is the perception that there is personal and sociable human contact within a medium (Gefen & Straub, 2004). Social presence influences the development of trust. Social presence is highest in in-person situations making it more difficult to foster feelings of presence in an online situation. However, trust can still be generated through a website by adding a high degree of social presence (Gefen & Straub, 2003). Research has demonstrated that social presence positively impacts vendor trust and online shopping enjoyment (Hassanein & Head, 2007). Gefen and Straub (2004) found that feelings of social presence moderately impacted participants' perception of a website's integrity and strongly impacted perceptions of its benevolence (Gefen & Straub, 2004).

Therefore, an increase in trust resulting from greater feelings of presence can produce an increased effect on consumers' purchase intentions (Gefen & Straub, 2003).

In addition, research has demonstrated that individuals with greater feelings of social presence used the Internet primarily for interpersonal utility, convenience, and entertainment (Papacharissi & Rubin, 2000). Greater website interactivity has also been shown to increase social presence and perceived entertainment, which in turn, led to the increase of individuals' website liking (Phillips & Lee, 2005). Similarly, Fortin and Dholakia (2005) found interactivity to have a moderate effect on social presence. Marketers can use the Internet to foster perceived virtual relationships between companies and consumers by improving social presence elements in website design (Fortin & Dholakia, 2005).

As previously mentioned, there are many factors that contribute to inconsistencies in online shopping research findings. Online purchasing behavior and preferences seem to differ by products and services offered. Using research findings allows marketers to identify consumer intentions for website purchases and visits (Van den Poel & Buckinx, 2005). The current study is designed to explore the differences between individuals clustered based on their visit and purchase patterns of product categories online, including the examination of preferred website attributes, traits, Internet usage, and demographics. The following research questions will be investigated in the current study:

Q1: Can online shoppers be readily grouped into clusters based on their patterns of multi-category shopping?

Q2: Do these clusters differ when grouping shoppers based on visiting behaviors as when purchasing behaviors?

Q3: What are the underlying factors of website attribute preferences?

Q4: Do website attribute preferences differ among clusters and are there attribute differences among website visit and purchase clusters?

Q5: Do browsing and purchasing frequencies and the length of Internet use differ among clusters?

Q6: Do innovativeness, website presence, and vendor trust differ among clusters?

Q7: Are there demographic differences between the visit and purchase clusters?

CHAPTER III

METHOD

3.1. Data Collection

The current study utilizes data from an International study of online shopping and Internet usage behavior. The portion of the study used consisted of a United States sample. The purpose of this research was to explore preferred website attributes and other characteristics of Internet use. The research examined both website purchasing and visiting (searching without purchasing) behavior.

The data were obtained using an online survey with a cover letter on the survey website stating the purpose of the research and guaranteeing anonymity and voluntary participation. The cover letter explained that the purpose of the survey was to discover individuals' website preferences for Internet use and shopping websites. The research team was comprised of eight graduate students and faculty that acquired participants using a snowball technique. Participants included relatives, friends, co-workers, or acquaintances of the research team, and those individuals' friends, co-workers, and

acquaintances. A broad attempt was made to maximize geographic and demographic diversity.

3.2. *Questionnaire*

The questionnaire contained items regarding Internet experience, products searched and purchased, innovativeness, trust, as well as other items. Not all survey items are relevant to the current study. However, the following items were utilized in the current research:

1. Purchased Category: Participants were asked “How often, if at all, do you PURCHASE any of the following items/services (*and not just look for information*) online?” Individuals responded using a five-point scale anchored at (1) “Never”, (3) “Sometimes”, and (5) “Regularly” for the following categories: (a) “Clothing/Accessories”; (b) “Books/Magazines”; (c) “Travel Transportation (Airlines, Trains, Buses, Rental Cars, Highway Hotels, etc.)”; (d) “Travel Destinations (such as Resorts, Cruises, Cities, Historic or Religious Sites, etc)” (e) “ Health & Medical”; (f) “Financial Services”; (g) “Consumer Electronics (such as TV, VCR, Stereo, Cellular Phone)”; (h) “Entertainment (such as CDs, DVDs, Movies, Theater)”; (i) “Computer Hardware or Software”; (j) “Home Appliances (such as Refrigerator, Washing Machine)”; and (k) “restaurants”.
2. Visit Category: Respondents were asked “How often, if at all, do you VISIT each type of web site (*WITHOUT purchasing*) to collect information?” Individuals responded for the same 11 categories as in the previous purchase

item using the five-point scale anchored at (1) “Never”, (3) “Sometimes”, and (5) “Regularly”.

3. Feature Preferences: Individuals were asked “How strongly, if at all, do the following aspects of a website encourage you to shop at a particular site?” Responses were measured using a seven-point scale ranging from (1) “Does Not At All Encourage Me” to (7) “Strongly Encourages Me” for forty-eight different attributes (listed later in Appendix E).
4. Internet Usage: Respondents were asked the following questions pertaining to:

Internet use length. “About how long have you been using the Internet?”

Response options were “3 months or less”, “4-12 months”, “1-3 years”, “4-6 years”, “7-9 years”, and “10 or more years”.

Internet use per week. “On average, how many hours per week, if any, do you use the Internet?” Response options were “0”, “1 – 5”, “6 – 10”, “11 – 15”, “16 – 20”, and “21 - or more”.

Internet browsing. “How often, if ever, do you go online to look for information about products or services without buying anything during that visit?” Response options were “Never”, “Less than once a month”, “1-2 times a month”, “3-5 times a month”, “6-9 times a month”, and “10 or more times a month”.

Internet purchasing. “How often, if ever, do you go online and make a purchase?” Response options were “Never”, “Less than once a month”,

“1-2 times a month”, “3-5 times a month”, “6-9 times a month”, “10 or more times a month”.

5. Innovativeness: Participants responded to six items regarding innovativeness on a seven-point scale anchored at (1) “Strongly Disagree”, (4) “Neither Agree Nor Disagree”, and (7) “Strongly Agree”. These items were derived from the Domain-Specific Innovativeness (DSI) Scale developed by Goldsmith and Hofacker (1991) and modified to assess DSI for Internet shopping by Blake, Neuendorf, and Valdiserri (2003, 2005). The DSI scale is a uni-dimensional measure suggested to possess high reliability, both internally and over time, criterion-related, convergent, and discriminant validity (Flynn & Goldsmith, 1993; Goldsmith & Hofacker, 1991; Goldsmith, et al., 1995). The scale items were (a) “In general, I am among the last in my circle of friends to visit a shopping website when it appears”, (b) “If I heard that a new website was available for online shopping, I would be interested enough to visit it”, (c) “Compared to my friends, I have visited few online shopping websites”, (d) “I will visit an online shopping website even if I know practically nothing about it”, (e) “I know the names of new online shopping sites before other people do”, and (f) “In general, I am the last in my circle of friends to know about new websites.”
6. Presence: Respondents were asked the following items pertaining to social presence on a seven-point scale anchored at (1) “Strongly Disagree”, (4) “Neither Agree Nor Disagree”, and (7) “Strongly Agree”. These items were modified for online shopping obtained from the Social Presence Scale (Gefen

& Straub, 2003, 2004). Gefen and Straub (1997) generated the Social Presence Scale by adapting a previously validated Social Presence Information Richness (SPIR) Scale (Short et al., 1976) in order to assess perceived social presence. The items were: (a) “When shopping online, it’s important to me that the website conveys a sense of human warmth”, (b) “I feel that a shopping website needs to have a personal, rather than impersonal, feeling”, (c) “For me to have a positive response to a shopping website, it needs to convey a sense of human sensitivity”, (d) “The shopping websites that I am most comfortable with are those that give a sense of human contact”, and (e) “In my opinion, a shopping website should seem sociable.”

7. Trust: Fourteen items from a four-dimensional e-trust scale (Gefen & Straub, 2004) were also asked using a seven-point scale anchored at (1) “Strongly Disagree”, (4) “Neither Agree Nor Disagree”, and (7) “Strongly Agree”. The trust scale reflects ideas in qualitative literature regarding trust. It was validated by Gefen and Straub (2004) in studies regarding online products and services. The e-trust scale contained high reliability, convergent, and discriminant validity when used to evaluate both products and services. This indicated a likelihood of generalizability to other e-commerce situations (Gefen & Straub, 2004). All fourteen items are listed later in section 3.4.3.

8. Demographics: Respondents were asked demographic items pertaining to:

Gender. “What is your gender?” Response options were either male or female.

Age. “How old are you (in years)?” was asked as an open ended item.

Marital status. “What is your marital status?” Response options were “Single, never been married”, “Married”, “Separated/Divorced”, and “Widowed”.

Highest year of completed education. “What was the last year of education you completed?” Response options were “Some high school”, “High School”, “Technical School/Training (such as auto mechanic)”, “Some college/university”, “College/university graduate”, and “Graduate or professional school”.

Current employment status. “What is your current employment?” Response options were “Employed-full time”, “Employed-part time”, “Self-employed”, “Temporarily unemployed”, “Full time student”, “Homemaker/housewife”, and “Retired”.

Household income. “Please indicate which of the following categories best represents your annual household income before taxes.” Response options were “\$10,000 or less”, “\$10,001 to \$20,000”, “\$20,001 to \$30,000”, “\$30,001 to \$40,000”, “\$40,001 to \$50,000”, “\$50,001 to \$75,000”, “\$75,001 to \$100,000”, and “more than \$100,000”.

Household size. “How many people live in your household, including yourself (please enter the number)?” Respondents entered a number in an open ended format.

3.3. Sample Characteristics

3.3.1. *Demographics.* The current study utilized 441 complete, usable responses for the purpose of the current analyses, obtained primarily from the Midwest (75.6%) portion of the United States. Over half of the sample was comprised of females (66.9%), and unmarried individuals (52.6%). Participants' ages ranged from 18 to 65, with a mean age of 33.26. The mean household income was \$50,000 per year and 27.2% of the population was full time students. The majority of the sample consisted of U.S. citizens (97.3%), employed full time (54.9%), and were college graduates (52.6%). Table 1 shows the demographics sample characteristics.

Table 1: Sample Characteristics

SAMPLE CHARACTERISTICS (N=441)			
GENDER		OCCUPATION (if employed)	
Female	66.9%	Professional	29.9%
Male	32.7%	Managerial/Executive	9.3%
		Sales	12%
AGE (mean years)	33.26	Clerical	8.2%
		Labor	3%
HOUSEHOLD SIZE (mean)	2.84	Other	23.6%
EDUCATION		MARITAL STATUS	
College Graduate	52.6%	Married	40.4%
College/University Grad	33.1%	Not Married	59.4%
Graduate/Professional School	19.5%	Single (never married)	52.6%
Not College Graduate	46.9%	Divorced/Separated	5.4%
High School	5.4%	Widowed	1.4%
Technical School/Training	1.1%		
Some College	40.4%	HOUSEHOLD INCOME	
		\$10,000 or less	6.3%
STUDENT (full time)	27.2%	\$10,001 to \$20,000	7.9%
		\$20,001 to \$30,000	10.4%
EMPLOYMENT		\$30,001 to \$40,000	12.5%
Full Time	54.9%	\$40,001 to \$50,000	12.7%
Part Time	25.2%	\$50,001 to \$75,000	21.8%
Self-Employed	7.7%	\$75,001 to \$100,000	15.4%
Other*	11.3%	More than \$100,000	10.2%

* "Other" includes unemployed, homemakers, and retired.

3.3.2. *General Internet Use Behaviors.* The majority (46.7%) of the sample reported using the Internet for 10 years or longer. In addition, 81.8% of individuals went online to make a purchase 2 times a month or less, and about half the sample (52.6%) went online 6 times a month or more to browse information without making purchases.

Table 2. General Internet Use Behaviors

General Internet Use (N=441)			
How long have you been using the Internet? (<i>interl</i>)		How often, if ever, do you go online and make a purchase? (<i>inter3</i>)	
3 months or less	.2%	Less than once a month	47.8%
4-12 months	.5%	1-2 times per month	33.3%
1-3 years	2.5%	3-5 times per month	13.2%
4-6 years	14.1%	6-9 times per month	3.4%
7-9 years	35.1%	10 or more times per month	2.3%
10 or more years	46.7%		
On average, how many hours per week, if any, do you use the Internet? (<i>interu</i>)		How often, if ever, do you go online to look for information about products or services without buying anything during that visit? (<i>brows1</i>)	
1-5 hours	21.1%	Less than once a month	8.4%
6-10 hours	20.4%	1-2 times per month	15.9%
11-15 hours	14.7%	3-5 times per month	22.9%
16-20 hours	17%	6-9 times per month	16.3%
21 or more hours	26.5%	10 or more times per month	36.3%

3.3.3. *Product Category Shopping.* Table 3 details, in percentages, how often individuals visited and purchased products for each shopping category. In general, frequencies of visits were higher than purchase for product categories. All categories had a higher percentage of “regular” visits than purchases. However, percentages for “sometimes” were similar for ‘Clothing/Accessories’, ‘Books/Magazines’, ‘Travel Transportation’, ‘Entertainment’ and ‘Computer Hardware/Software’. In addition,

‘Financial Services’, ‘Home Appliances’, and ‘Restaurants’ were almost never purchased online.

Table 3. Product Category Shopping

<i>Product Categories: Percentages (N=441)</i>										
Category	Visit					Purchase				
	Never	--	Some-times	--	Regularly	Never	--	Some-times	--	Regularly
Clothing/Accessories	16.1	15.9	33.1	18.4	16.6	26.3	23.6	34.2	10.4	5.4
Books/Magazines	11.8	21.1	32.0	18.6	16.6	20.6	21.3	29.9	15.4	12.7
Travel Transportation	8.4	15.2	28.8	27.0	20.6	15.0	18.4	33.1	20.0	13.6
Travel Destination	11.8	17.5	31.5	22.7	16.6	34.7	23.4	26.3	10.0	5.7
Health/Medical	32.4	27.4	23.6	9.1	7.5	68.0	20.4	8.4	1.8	1.4
Financial Services	44.4	24.9	17.9	7.0	5.7	73.5	16.6	6.8	2.3	.9
Consumer Electronics	13.8	20.2	30.2	22.4	13.6	42.2	22.4	20.9	10.9	3.6
Entertainment	9.3	16.3	32.2	19.5	22.7	22.2	17.0	30.8	16.1	13.8
Computer Hardware/Software	22.2	23.4	26.3	15.4	12.7	39.2	19.5	24.7	12.0	4.5
Home Appliances	45.1	25.9	17.7	6.1	5.2	81.9	11.6	5.0	1.6	--
Restaurants	22.0	18.6	31.7	17.7	10.0	60.8	17.2	16.1	4.3	1.6

3.4. Scale Construction

Attitudinal measures were assessed from three scales; innovativeness, presence, and trust. The scales were composed of multiple items and a reliability analysis was conducted for each scale. High reliability was found across all the scales. All scale items were measured on a seven-point scale anchored at (1) “Strongly Disagree” (4) “Neither

Agree Nor Disagree”, and (7) “Strongly Agree”. Table 4 details the reliability for each scale.

Table 4. Scale Reliabilities, Means, and Standard Deviations of Attitudinal Measures

Scale	# of Items	Cronbach's Alpha (α)	Scale Mean	Standard Deviation
Innovativeness (DSI)	6	0.750	26.78	6.71
Presence	5	0.942	17.73	6.64
Trust (Combined)	14	0.930	61.30	13.72
Trust-Integrity	4	0.900	17.73	4.78
Trust-Benevolence	4	0.843	15.85	4.69
Trust-Ability	4	0.866	18.80	4.35
Trust-Predictability	2	0.883	8.85	2.62

3.4.1. *Innovativeness*. The innovativeness scale consisted of a 6 item Domain Specific Innovativeness (DSI) Scale developed by Goldsmith and Hofacker (1991), which was adapted to pertain to online shopping behavior, by Blake, Neuendorf, and Valdiserri (2003, 2005). The reliability of the DSI scale measure had a Cronbach’s $\alpha = .750$. Table 5 details the individual items and the inter-item correlations.

Table 5. DSI Inter-Item Pearson Correlation Matrix.

Variables	1	2	3	4	5	6
1. In general, I am among the last in my circle of friends to visit a shopping website when it appears. *	1.000	--	--	--	--	--
2. If I heard that a new website was available for online shopping, I would be interested enough to visit it.	.176**	1.000	--	--	--	--
3. Compared to my friends, I have visited few online shopping websites. *	.528**	.049	1.000	--	--	--
4. I will visit an online shopping website even if I know practically nothing about it.	.227**	.423**	.256**	1.000	--	--
5. I know the names of new online shopping sites before other people do.	.363**	.323**	.298**	.458**	1.000	--
6. In general, I am the last in my circle of friends to know about new websites. *	.548**	.186**	.444**	.304**	.427**	1.000

* Reverse Coded Items, ** Significant Correlation ($p < .01$)

3.4.2. *Presence*. The presence scale consisted of 5 modified items from Gefen and Straub (2003, 2004). Presence refers to an individual's sense of being psychologically present in a mediated environment (Ijsselstein et al., 2000). The reliability of the presence scale measure had a Cronbach's $\alpha = .942$. Table 6 details the items and the inter-item correlations.

Table 6. Presence Inter-Item Pearson Correlation Matrix.

Variables	1	2	3	4	5
1. When shopping online, it's important to me that the website conveys a sense of human warmth.	1.000	--	--	--	--
2. For me to have a positive response to a shopping website, it needs to convey a sense of human sensitivity.	.810**	1.000	--	--	--
3. The shopping websites that I am most comfortable with are those that give a sense of human contact.	.826**	.802**	1.000	--	--
4. I feel that a shopping website needs to have a personal, rather than impersonal, feeling.	.768**	.813**	.836**	1.000	--
5. In my opinion, a shopping website should seem sociable.	.653**	.670**	.705**	.765**	1.000

** Significant Correlation ($p < .01$).

3.4.3. *Trust*. The trust scale consisted of four sub-scales; trust-integrity, trust-predictability, trust-ability, and trust-benevolence. The composite trust scale measure had a Cronbach's $\alpha = .930$. The trust-integrity sub-scale contained the following 4 items; (1) "Generally, promises made by online vendors are likely to be reliable", (2) "In general, I do not doubt the honesty of online vendors", (3) "I expect that most of the times online vendors will keep promises they make", and (4) "I expect that usually the advice given by online vendors is their best judgment". The trust-integrity sub-scale measure had a Cronbach's $\alpha = .900$. The trust-predictability sub-scale contained the following 2 items; (1) "In most cases I am quite certain about what online vendors will do" and (2) "Generally, I am quite certain what to expect from online vendors". The trust-predictability sub-scale measure had a Cronbach's $\alpha = .883$. The trust-ability sub-

scale also contained the following 4 items; (1) “Most online vendors are competent”, (2) “The majority of online vendors understand the market they work in”, (3) “Most online vendors know about the products and services they sell”, and (4) “The majority of online vendors know how to provide excellent service”. The trust-ability sub-scale measure had a Cronbach’s $\alpha = .866$. Lastly, the trust-benevolence sub-scale contained the following 4 items; (1) “I expect that typically I can count on online vendors to consider how their actions affect me”, (2) “I expect that in general the intentions of online vendors are benevolent”, (3) “I expect that most of the time online vendors put customers’ interests before their own”, and (4) “I expect that usually online vendors are well meaning”. The trust-benevolence sub-scale measure had a Cronbach’s $\alpha = .843$. Appendix B contains the inter-item Pearson correlation matrices for each of the four trust sub-scales. Table 7 shows the Pearson correlation matrix for the four trust scales. The trust-benevolence and trust-ability scales have the highest correlation, and the trust-integrity scale also has high correlations with trust-benevolence and trust-ability. In contrast, trust-integrity and trust-predictability were least highly correlated.

Table 7. Trust Scale Inter-Item Pearson Correlation Matrix.

Scales	1	2	3	4
1. Trust-Integrity	1.000	--	--	--
2. Trust-Benevolence	.627**	1.000	--	--
3. Trust-Ability	.631**	.652**	1.000	--
4. Trust-Predictability	.494**	.547**	.573**	1.000

** Significant Correlation ($p < .01$).

CHAPTER IV

RESULTS

Research Question #1: Can online shoppers be readily grouped into clusters based on their patterns of multi-category shopping?

4.1. Product Categories: Cluster Analyses

Two hierarchical cluster analyses, with Ward's method and Squared Euclidean Distance, were performed separately using both visit and purchase product categories as the basis variables. In order to increase cluster stability, the PermuCluster 1.0 Program developed by Kloot and Spaans (2004) was used to identify a case order that would maximize cluster stability. The PermuCluster program is an SPSS add-in designed to compensate for cluster instability due to the input order of the data. The program runs multiple random permutations with different case orders and then identifies the order that 'best fits' the data. This process is accomplished by computing a 'goodness-of-fit' measure for each solution derived from the permutations (Kloot, Spaans, & Heiser, 2005).

To obtain separate order solutions for visit and purchase cluster analyses, visit and purchase PermuCluster and cluster analyses were conducted with separate identical data sets. Once a ‘permutation fit solution’ order was identified for both visit and purchase separately, the data was re-ordered accordingly for each and the cluster analyses were run, with the data in the new orders. Appendix C identifies the permutation fit order for the visit and purchase cluster analyses.

Once cluster solutions were determined, cross-validation was conducted by performing two additional cluster analyses for both visit and purchase, using holdout samples to ensure comparability. Each hold out sample was obtained by randomly filtering out 100 cases in both the visit and purchase data sets. In the comparison of cluster solutions conducted by examining the product category means within the clusters, it was determined that both the visit and purchase cluster solutions were stable. Both cluster solutions, visit and purchase, contained similar patterns of category means. Pattern similarity was determined based on if clusters contained the same pattern of high, medium, and low means for each product category. High means consisted of a range of 4.0 to 5.0, medium contained values of 3.0 to 4.0, and low means consisted of mean values less than 3.0. For example, both My Stuff clusters had the pattern of medium (or close to medium) means on clothing/accessories, books/magazines, and entertainment with low means on all other product categories. Appendix D contains ANOVA tables and product category means for the original cluster solutions and holdout samples, for both visit and purchase categories. Following the identification of the visit and purchase cluster solutions, the two data sets were then merged together in order to conduct the rest of the analyses.

The stability of the cluster solutions was also assessed through a second method of utilizing holdout samples and conducting Chi-square analyses with cross tabulation tables with the initial cluster solution and the holdout cluster solutions (4.1.2. & 4.1.4). All holdout sample cluster analysis results, including means and ANOVAs are available under separate cover. This process was conducted separately for visit and purchase, using three holdout samples, each filtering out 100, 50, and 25 cases. All holdout cluster solution means, ANOVAs, Chi-square analyses, and cross tabulation tables for the stability check holdout samples are available under separate cover.

4.1.1. *Visit Cluster Solution.* It was determined that a seven cluster solution best represented the differences among the cluster solutions utilizing website visit product categories. When conducting the cluster analysis, the cluster range specified was between five and ten clusters, available under separate cover. In addition, all cluster solution means and ANOVA tables derived are also available under separate cover. However, when comparing the decomposition of cluster solutions, the seven cluster solution contained the most distinct groups. In general, the mean square values of the seven cluster solution were also higher than the majority of the other solutions, indicating that the seven cluster solution explained most of the variance. The ANOVA results for the product categories all contained significance levels of $p < .01$ (Appendix D1). Table 8 shows the number of people in each cluster.

Table 8: Visit Cluster Solution.

Visit Cluster	N	Percent
My Stuff	86	19.5%
Some of Everything	84	19.0%
Non-Browsers	53	12.0%
Technos	41	9.3%
Travelers	99	22.4%
Media Mavens	55	12.5%
Frequent Browsers	23	5.2%
Total	441	100.0%

Individuals in the ‘My Stuff’ cluster primarily visited websites for clothing/accessories, books/magazines, and entertainment related products. The ‘Some of Everything’ cluster was comprised of people who identified themselves as ‘sometimes’ visiting all product categories. ‘Non-Browsers’ rarely visited all product categories, while the ‘Frequent Browsers’ regularly visited all product categories. The ‘Media Mavens’ regularly visited media related websites, such as consumer electronics, books/magazines, entertainment, and computer hardware/software product categories. Similarly, ‘Technos’ more frequently visited websites about consumer electronics and computer hardware/software. The last cluster, ‘Travelers’ was mainly comprised of individuals’ frequently visiting travel transportation and travel destination websites. Table 9 contains means and standard deviations of the product categories for the visit cluster solution. Mean category visit ratings were measured on a 5-point scale anchored at (1) “Never”, (3) “Sometimes”, and (5) “Regularly” visits without purchase.

Table 9. Visit Cluster Category Means and Standard Deviations

Product Category	Visit Clusters								
		My Stuff	Some of Everything	Non-Browsers	Tech-nos	Travel-ers	Media Mav-ens	Frequent Browsers	Total
Clothing/ Accessories	M	3.67	3.64	2.23	1.98	2.41	3.18	4.48	3.03
	SD	1.05	1.01	.99	0.99	1.14	1.28	0.59	1.28
Books/ Magazines	M	3.15	2.82	2.15	2.29	2.88	4.05	4.30	3.07
	SD	1.20	1.02	.86	1.01	1.21	0.83	0.97	1.24
Travel Transportation	M	2.52	3.83	2.49	2.56	4.24	3.33	4.52	3.36
	SD	.97	.98	1.12	1.16	0.69	0.98	0.67	1.21
Travel Destination	M	2.31	3.62	2.06	2.17	4.09	3.20	4.61	3.15
	SD	.84	1.00	1.12	0.80	0.77	0.97	0.50	1.23
Health/ Medical	M	1.67	3.04	1.60	1.49	2.28	2.67	4.52	2.32
	SD	.89	.95	.95	0.71	1.08	1.16	0.73	1.22
Financial Services	M	1.36	2.67	1.62	1.61	1.78	2.44	4.30	2.05
	SD	.63	.97	1.00	0.74	1.09	1.20	0.93	1.19
Consumer Electronics	M	2.56	3.21	1.74	3.56	2.71	4.15	4.70	3.02
	SD	1.09	.88	.84	1.07	1.09	0.80	0.56	1.23
Entertainment	M	3.61	3.20	1.77	3.10	3.02	4.56	4.52	3.30
	SD	1.04	1.05	.89	1.02	1.12	0.60	0.67	1.25
Computer Hardware/ Software	M	2.00	2.77	1.49	3.90	2.23	4.22	4.65	2.73
	SD	.96	.83	.72	0.83	1.06	0.79	0.57	1.31
Home Appliances	M	1.49	2.44	1.25	2.24	1.54	2.47	4.57	2.00
	SD	.73	.94	.51	1.11	0.70	1.30	0.79	1.16
Restaurants	M	2.37	3.58	1.79	2.39	2.31	3.45	4.17	2.75
	SD	1.12	.96	.91	1.24	1.02	1.14	0.98	1.26

4.1.2. *Visit Cluster Stability.* The first visit holdout sample with 100 cases randomly filtered out produced a significant chi-square ($\chi^2 = 1025.623$, $p < .001$) and contingency coefficient ($C = .866$, $p < .001$), indicating the existence of a relationship between the original and holdout sample. The contingency coefficient indicates a strong relationship. However, the cross tabulation table (table 10) indicates less stability of the clusters, with 63% of the holdout cases remaining in the same cluster. Clusters were established by assigning largest cells in a row to corresponding segments in the columns.

Therefore, about one-third of the cases are not grouped in the same clusters as the original cluster solution. In addition, the PermuCluster Program 1.0 was run with the 341 case holdout sample in order to determine if reordering the cases would increase stability. However, results revealed the same percentage of cases remaining in their original clusters. The PermuCluster holdout analysis is available under separate cover.

Table 10. Visit Initial and 100 Case Holdout Sample Cross Tabulation

Visit Cluster Solution		Visit Holdout Sample Cluster Solution (N= 341)							Total
		My Stuff	Some of Everything	Non-Browsers	Tech-nos	Travel-ers	Media Mavens	Frequent Brow-sers	
My Stuff	Count	27	2	4	29	6	2	0	70
	% of Total	7.9%	.6%	1.2%	8.5%	1.8%	.6%	0%	20.5%
Some of Everything	Count	1	58	0	0	0	3	1	63
	% of Total	.3%	17%	0%	0%	0%	.9%	.3%	18.5%
Non-Browsers	Count	0	0	38	3	0	0	0	41
	% of Total	0%	0%	11.1%	.9%	0%	0%	0%	12%
Technos	Count	0	1	0	14	0	16	0	31
	% of Total	0%	.3%	0%	4.1%	0%	4.7%	0%	9.1%
Travelers	Count	0	7	4	1	44	19	0	75
	% of Total	0%	2.1%	1.2%	.3%	12.9%	5.6%	0%	22%
Media Mavens	Count	0	25	0	0	0	17	2	44
	% of Total	0%	7.3%	0%	0%	0%	5 %	.6%	12.9%
Frequent Browsers	Count	0	0	0	0	0	0	17	17
	% of Total	0%	0%	0%	0%	0%	0%	5%	5%
Total	Count	28	93	93	47	50	57	20	341
	% of Total	8.2%	27.3%	27.3%	13.8%	14.7%	16.7%	5.9%	100%

In order to determine if the sample size affected the stability results, a second holdout sample was conducted for the visit cluster solution using the same procedure as the 100 case holdout sample, but with 50 cases filtered out. The results also produced a significant chi-square ($\chi^2 = 1139.904$, $p < .001$) and contingency coefficient ($C = .863$, $p < .001$), indicating the existence of another strong relationship. The cross tabulation

table (table 11) revealed slightly greater stability than the previous holdout sample, with 66.7% of the cases remaining in the same cluster. However, the percentage is still not close to an optimal stability level.

Table 11. Visit Initial and 50 Case Holdout Sample Cross Tabulation

Visit Cluster Solution		Visit Holdout Sample Cluster Solution (N= 391)							
		My Stuff	Some of Everything	Non-Browsers	Technos	Travelers	Media Mavens	Frequent Browsers	Total
My Stuff	Count	35	0	5	22	10	2	0	74
	% of Total	9%	0%	1.3%	5.6%	2.6%	.5%	0%	18.9%
Some of Everything	Count	4	68	1	4	3	0	0	80
	% of Total	1%	17.4%	.3%	1.0%	.8%	0%	0%	20.5%
Non-Browsers	Count	3	0	17	0	20	0	0	40
	% of Total	.8%	0%	4.3%	0%	5.1%	0%	0%	10.2%
Technos	Count	0	0	14	22	2	0	0	38
	% of Total	0%	0%	3.6%	5.6%	.5%	0%	0%	9.7%
Travelers	Count	0	4	0	12	72	0	0	88
	% of Total	0%	1%	0%	3.1%	18.4%	0%	0%	22.5%
Media Mavens	Count	0	8	0	15	0	24	1	48
	% of Total	0%	2%	0%	3.8%	0%	6.1%	.3%	12.3%
Frequent Browsers	Count	0	0	0	0	0	0	23	23
	% of Total	0%	0%	0%	0%	0%	0%	5.9%	5.9%
Total	Count	42	80	37	75	107	26	24	391
	% of Total	10.7%	20.5%	9.5%	19.2%	27.4%	6.6%	6.1%	100%

Lastly, a third holdout sample was conducted for the visit cluster solution using the same procedure with only 25 cases filtered out. This produced similar chi-square ($\chi^2 = 1504.968$, $p < .001$) and contingency coefficient ($C = .885$, $p < .001$) results as the previous holdout samples, also indicating a strong relationship with the highest contingency coefficient of the three visit holdout samples. The cross tabulation table

(table 12) displayed greater stability than the previous holdout samples, with 76.7% of the cases remaining in the same cluster. This produced the greatest stability for the visit cluster solution. However, greater stability is desired for results to be generalizable.

Table 12. Visit Initial and 25 Case Holdout Sample Cross Tabulation

Visit Cluster Solution		Visit Holdout Sample Cluster Solution (N= 416)							
		My Stuff	Some of Everything	Non-Browsers	Technos	Travelers	Media Mavens	Frequent Browsers	Total
My Stuff	Count	67	0	10	6	0	0	0	83
	% of Total	16.1%	0%	2.4%	1.4%	0%	0%	0%	20%
Some of Everything	Count	0	46	0	0	18	15	0	79
	% of Total	0%	11.1%	0%	0%	4.3%	3.6%	0%	19%
Non-Browsers	Count	3	0	49	0	0	0	0	52
	% of Total	.7%	0%	11.8%	0%	0%	0%	0%	12.5%
Technos	Count	0	0	13	22	4	0	0	39
	% of Total	0%	0%	3.1%	5.3%	1%	0%	0%	9.4%
Travelers	Count	17	0	2	0	74	0	0	93
	% of Total	4.1%	0%	.5%	0%	17.8%	0%	0%	22.4%
Media Mavens	Count	0	2	0	4	3	40	0	49
	% of Total	0%	.5%	0%	1%	.7%	9.6%	0%	11.8%
Frequent Browsers	Count	0	0	0	0	0	0	21	21
	% of Total	0%	0%	0%	0%	0%	0%	5%	5%
Total	Count	87	48	74	32	99	55	21	416
	% of Total	20.9%	11.5%	17.8%	7.7%	23.8%	13.2%	5%	100%

4.1.3. *Purchase Cluster Solution.* A seven cluster solution was also identified in the purchase cluster analysis (table 13) through the same methods used to determine the visit cluster solution. In addition, the mean square values were larger than most of the other cluster solutions, again indicating that it explained most of the variance. The seven cluster solution also exemplified the most logical solution. The ANOVA table showed

significance of $p < .01$ for all product categories (Appendix D4). Cluster solutions five through ten are also available under separate cover for the purchase clusters.

Table 13: Purchase Cluster Solution.

Purchase Clusters	N	Percent
A Little Media	115	26.1%
Media Mavens	33	7.5%
My Stuff	54	12.2%
Travel and Entertainment	67	15.2%
Non-Shoppers	52	11.8%
Flyers	67	15.2%
Heavy Shoppers	53	12.0%
Total	441	100.0%

The ‘A Little Media’ cluster was comprised of individuals who mainly purchased consumer electronics, entertainment products, and books/magazines but at a low rate. However, the ‘Media Mavens’ purchase cluster had a similar pattern but with frequent purchases of consumer electronics, entertainment products, and books/magazines, and computer hardware/software. The ‘My Stuff’ purchase cluster showed the same pattern as the ‘My Stuff’ visit cluster with purchases mainly consisting of clothing/accessories, books/magazines, and entertainment products. ‘Travel and Entertainment’ individuals primarily purchased travel transportation, travel destinations, and entertainment products. In addition, the ‘Flyers’ cluster purchased travel transportation products more than any other type of product. ‘Non-Shoppers’ rarely purchased any product categories, while ‘Heavy Shoppers’ purchased all product categories at a similar rate. Table 14 contains means of the product categories for the purchase cluster solution.

Table 14. Purchase Cluster Category Means and Standard Deviations

Product Category		Purchase Clusters							
		A Little Media	Media Mavens	My Stuff	Travel & Entertainment	Non-Shoppers	Flyers	Heavy Shoppers	Total
Clothing/ Accessories	M	1.78	2.67	3.48	2.49	1.98	2.39	3.21	2.45
	SD	0.82	0.92	1.08	1.20	1.11	0.85	1.01	1.15
Books/ Magazines	M	2.88	3.79	4.26	2.87	1.71	1.57	2.92	2.78
	SD	1.03	0.99	0.73	1.22	0.87	0.72	1.12	1.29
Travel Transportation	M	2.61	2.52	3.13	3.94	1.40	3.36	3.85	2.99
	SD	1.01	1.20	1.23	0.81	0.63	0.90	0.95	1.24
Travel Destinations	M	1.85	1.76	1.91	3.61	1.21	2.30	3.30	2.29
	SD	0.88	0.71	1.15	0.82	0.46	1.06	1.07	1.20
Health/ Medical	M	1.17	1.94	1.30	1.49	1.40	1.27	2.40	1.48
	SD	0.40	1.12	0.57	0.96	0.91	0.57	0.84	0.83
Financial Services	M	1.23	1.33	1.43	1.22	1.04	1.24	2.60	1.41
	SD	0.55	0.60	0.84	0.57	0.19	0.58	1.03	0.79
Consumer Electronics	M	2.08	3.79	2.07	1.87	1.35	1.36	3.21	2.11
	SD	0.98	1.08	0.97	1.17	0.74	0.54	0.93	1.18
Entertainment	M	2.78	4.27	3.96	3.54	1.40	1.51	3.00	2.82
	SD	1.12	0.84	0.82	0.99	0.63	0.70	1.00	1.32
Computer Hardware/ Software	M	2.39	4.00	2.17	1.97	1.33	1.33	3.21	2.23
	SD	1.09	0.90	1.04	1.09	0.62	0.64	0.97	1.22
Home Appliances	M	1.16	1.58	1.13	1.16	1.02	1.00	2.13	1.26
	SD	0.43	0.83	0.39	0.51	0.14	0.00	0.96	0.62
Restaurants	M	1.60	1.82	1.48	2.03	1.08	1.48	2.43	1.69
	SD	0.98	0.92	0.75	1.31	0.27	0.77	0.97	0.99

4.1.4. *Purchase Cluster Stability.* The same procedure utilized in the visit cluster solution to check for cluster stability was conducted for the purchase cluster solution with three holdout samples; 100 cases, 50 cases, and 25 cases. The first purchase hold out sample with 100 cases randomly filtered out produced a significant chi-square ($\chi^2=951.758$, $p<.001$) and contingency coefficient ($C = .858$, $p<.001$), indicating the existence of a relationship between the original and 100 case holdout sample. The contingency coefficient also indicates a strong relationship. However, like the visit cluster solution,

the cross tabulation table (table 15) indicates less stability of the clusters, with 63.9% of the holdout cases remaining in the same cluster. As with the previous results, about one-third of the cases are not grouped in the same clusters from the original cluster solution.

Table 15. Purchase Initial and 100 Case Holdout Sample Cross Tabulation

Purchase Cluster Solution		Purchase Holdout Sample Cluster Solution (N= 341)							
		A Little Media	Media Mavens	My Stuff	Travel & Entertainment	Non-Shoppers	Flyers	Heavy Shoppers	Total
A Little Media	Count	62	15	7	4	0	3	0	91
	% of Total	18.2%	4.4%	2.1%	1.2%	0%	.9%	0%	26.7%
Media Mavens	Count	0	25	1	0	0	0	2	28
	% of Total	0%	7.3%	.3%	0%	0%	0%	.6%	8.2%
My Stuff	Count	1	13	26	1	0	0	0	41
	% of Total	.3%	3.8%	7.6%	.3%	0%	0%	0%	12%
Travel & Entertainment	Count	0	10	1	18	0	23	0	52
	% of Total	0%	2.9%	.3%	5.3%	0%	6.7%	0%	15.2%
Non-Shoppers	Count	0	0	0	0	39	1	0	40
	% of Total	0%	0%	0%	0%	11.4%	.3%	0%	11.7%
Flyers	Count	11	0	0	0	25	14	0	50
	% of Total	3.2%	0%	0%	0%	7.3%	4.1%	0%	14.7%
Heavy Shoppers	Count	0	1	0	4	0	0	34	39
	% of Total	0%	.3%	0%	1.2%	0%	0%	10%	11.4%
Total	Count	74	64	35	27	64	41	36	341
	% of Total	21.7%	18.8%	10.3%	7.9%	18.8%	12%	10.6%	100%

The results of the second purchase holdout sample, without 50 cases, also produced a significant chi-square ($\chi^2= 1440.569$, $p<.001$) and contingency coefficient ($C = .887$, $p<.001$), indicating the existence of another strong relationship. The cross tabulation table (table 16) revealed greater stability than the previous holdout sample,

with 76.9% of the holdout cases remaining in the same cluster. However, the percentage is still not close to an optimal stability level.

Table 16. Purchase Initial and 50 Case Holdout Sample Cross Tabulation

Purchase Cluster Solution		Purchase Holdout Sample Cluster Solution (N= 391)							
		A Little Media	Media Mavens	My Stuff	Travel & Entertainment	Non-Shoppers	Flyers	Heavy Shoppers	Total
A Little Media	Count	69	3	7	20	0	2	0	101
	% of Total	17.6%	.8%	1.8%	5.1%	0%	.5%	0%	25.8%
Media Mavens	Count	1	28	0	2	0	0	0	31
	% of Total	.3%	7.2%	0%	.5%	0%	0%	0%	7.9%
My Stuff	Count	2	6	27	8	0	0	0	43
	% of Total	.5%	1.5%	6.9%	2%	0%	0%	0%	11%
Travel & Entertainment	Count	12	7	5	35	0	0	0	59
	% of Total	3.1%	1.8%	1.3%	9%	0%	0%	0%	15.1%
Non-Shoppers	Count	0	0	0	0	45	1	0	46
	% of Total	0%	0%	0%	0%	11.5%	.3%	0%	11.8%
Flyers	Count	2	0	1	0	0	57	0	60
	% of Total	0%	0%	.3%	0%	0%	14.6%	0%	15.3%
Heavy Shoppers	Count	0	0	0	11	0	0	40	51
	% of Total	0%	0%	0%	2.8%	0%	0%	10.2%	13%
Total	Count	86	44	40	76	45	60	40	391
	% of Total	22%	11.3%	10.2%	19.4%	11.5%	15.3%	10.2%	100%

Lastly, a third holdout sample was conducted for the purchase cluster solution using the same procedure with only 25 cases filtered out. This produced a slightly smaller chi-square value ($\chi^2 = 1358.263$, $p < .001$) and contingency coefficient ($C = .875$, $p < .001$) results as the previous purchase holdout sample. In contrast to the visit cross tabulation results, the purchase 25 case holdout sample (table 17) decreased to 72.6%

from 76.9% in the 50 case holdout sample. However, the purchase cluster solution shows the same concern with a lack of stability as seen with the visit solution.

Table 17. Purchase Initial and 25 Case Holdout Sample Cross Tabulation

Purchase Cluster Solution		Purchase Holdout Sample Cluster Solution (N= 391)							
		A Little Media	Media Mavens	My Stuff	Travel & Entertainment	Non-Shoppers	Flyers	Heavy Shoppers	Total
A Little Media	Count	62	0	0	28	5	10	2	107
	% of Total	14.9%	0%	0%	6.7%	1.2%	2.4%	.5%	25.7%
Media Mavens	Count	0	15	4	1	0	0	8	28
	% of Total	0%	3.6%	1%	.2%	0%	0%	1.9%	6.7%
My Stuff	Count	0	13	31	9	0	0	0	53
	% of Total	0%	3.1%	7.5%	2.2%	0%	0%	0%	12.7%
Travel & Entertainment	Count	6	16	0	38	0	1	2	63
	% of Total	1.4%	3.8%	0%	9.1%	0%	.2%	.5%	15.1%
Non-Shoppers	Count	0	0	0	0	48	0	0	48
	% of Total	0%	0%	0%	0%	11.5%	0%	0%	11.5%
Flyers	Count	1	0	0	0	0	64	0	65
	% of Total	.2%	0%	0%	0%	0%	15.4%	0%	15.6%
Heavy Shoppers	Count	0	0	0	7	0	1	44	52
	% of Total	0%	0%	0%	1.7%	0%	.2%	10.6%	12.5%
Total	Count	69	44	35	83	53	76	56	416
	% of Total	16.6%	10.6%	8.4	20%	12.7%	18.3%	13.5%	100%

All holdout samples, for both visit and purchase clusters, contained a Press's Q value that exceeded the tabled chi-square critical value for $p = .001$, indicating that the clusters were correctly classified significantly better than by chance. For example, the original and holdout ($N=341$) visit solutions contained a Press's Q of 662 which is extremely higher than the critical value of 10.83 ($p = .001$).

Research Question #2: Do these clusters differ when grouping shoppers based on visiting behaviors as when purchasing behaviors?

4.1.5. *Visit and Purchase Cluster Comparisons.* A Pearson Chi-square analysis and cross tabulation was conducted to compare the seven-cluster visit and purchase solutions (Table 18). This produced a significant ($p = .000$) Chi-square value of 197.431. However, the crosstab revealed that there was minimal overlap between the visit and purchase cluster solutions, indicating that the visit and purchase patterns are not associated with each other. In addition, this indicates that visit behaviors do not generally predict purchase behaviors for online shopping.

Table 18. Visit and Purchase Cross Tabulation

Visit Cluster Solution		Purchase Cluster Solution							
		A Little Media	Media Mavens	My Stuff	Travel & Entertainment	Non-Shoppers	Flyers	Heavy Shoppers	Total
My Stuff	Count	24	3	23	11	13	11	1	86
	% Visit	27.9%	3.5%	26.7%	12.8%	15.1%	12.8%	1.2%	100%
	% Purchase	20.9%	9.1%	42.6%	16.4%	25.0%	16.4%	1.9%	19.5%
	% of Total	5.4%	.7%	5.2%	2.5%	2.9%	2.5%	.2%	19.5%
Some of Everything	Count	18	2	9	14	7	12	22	84
	% Visit	21.4%	2.4%	10.7%	16.7%	8.3%	14.3%	26.2%	100%
	% Purchase	15.7%	6.1%	16.7%	20.9%	13.5%	17.9%	41.5%	19.0%
	% of Total	4.1%	.5%	2.0%	3.2%	1.6%	2.7%	5.0%	19.0%
Non-Browsers	Count	13	1	2	2	15	20	0	53
	% Visit	24.5%	1.9%	3.8%	3.8%	28.3%	37.7%	.0%	100%
	% Purchase	11.3%	3.0%	3.7%	3.0%	28.8%	29.9%	.0%	12.0%
	% of Total	2.9%	.2%	.5%	.5%	3.4%	4.5%	.0%	12.0%
Technos	Count	17	7	2	2	7	2	4	41
	% Visit	41.5%	17.1%	4.9%	4.9%	17.1%	4.9%	9.8%	100%
	% Purchase	14.8%	21.2%	3.7%	3.0%	13.5%	3.0%	7.5%	9.3%
	% of Total	3.9%	1.6%	.5%	.5%	1.6%	.5%	.9%	9.3%
Travelers	Count	24	2	5	31	4	21	12	99
	% Visit	24.2%	2.0%	5.1%	31.3%	4.0%	21.2%	12.1%	100%
	% Purchase	20.9%	6.1%	9.3%	46.3%	7.7%	31.3%	22.6%	22.4%
	% of Total	5.4%	.5%	1.1%	7.0%	.9%	4.8%	2.7%	22.4%
Media Mavens	Count	14	15	11	6	2	0	7	55
	% Visit	25.5%	27.3%	20.2%	10.9%	3.6%	.0%	12.7%	100%
	% Purchase	12.2%	45.5%	20.4%	9.0%	3.8%	.0%	13.2%	12.5%
	% of Total	3.2%	3.4%	2.5%	1.4%	.5%	.0%	1.6%	12.5%
Frequent Browsers	Count	5	3	2	1	4	1	7	23
	% Visit	21.7%	13.0%	8.7%	4.3%	17.4%	4.3%	30.4%	100%
	% Purchase	4.3%	9.1%	3.7%	1.5%	7.7%	1.5%	13.2%	5.2%
	% of Total	1.1%	.7%	.5%	.2%	.9%	.2%	1.6%	5.2%
Total	Count	115	33	54	67	52	67	53	441
	% Visit	26.1%	7.5%	12.2%	15.2%	11.8%	15.2%	12.0%	100%
	% Purchase	100%	100%	100%	100%	100%	100%	100%	100%
	% of Total	26.1%	7.5%	12.2%	15.2%	11.8%	15.2%	12.0%	100%

Research Question #3: What are the underlying factors of website attribute preferences?

4.2. Website Attribute Preferences

4.2.1. *Factor Analysis.* A principal components factor analysis with a varimax rotation method was conducted using 48 attributes derived from Blake, Neuendorf, and Valdiserri (2005). Each attribute was rated using a seven-point scale ranging from (1) “Does Not At All Encourage Me” to (7) “Strongly Encourages Me”. The factor analysis of the 48 attributes (Appendix F) produced an 11 factor solution. The 11 factors accounted for 64.99% of the total variance and displayed eigenvalues of 1.075 and higher. Table 19 shows the communalities for each attribute and table 20 shows the factor loadings, eigenvalues, and explained variance for each factor. In addition, Appendix E also details the means and standard deviations of all 48 attributes.

Table 19. Attribute Communalities

Attributes	Communality
The order process is easy to use.	0.601
The products I am looking for are easy to find.	0.654
It's really unlike any other web site I have ever visited.	0.710
Product price	0.641
Provides customer feedback (that is, the site provides a place for you to learn about other customer's evaluation of the product)	0.568
My friends and family have been happy when they have shopped there	0.643
Reputation and credibility of the company on the web	0.554
It is enjoyable to visit	0.578
The delivery time is short	0.671
My friends and family will like to know my opinions of the site	0.588
A wide selection and variety of products on the site	0.469
Low or no charge for shipping and handling	0.663
It has entertaining graphics and displays	0.634
Provides product information, including FAQs–frequently asked questions	0.607
A good place to find a bargain	0.606
Providing credit card safety	0.723
Fast response time from customer service	0.603
I hear about it on the radio, television or in newspapers	0.671
The download speed of the page	0.563
A return policy that is easy to understand and use	0.754

Attributes continued	Communality
Price incentives (coupons, future sale items, frequent shopper program, etc.)	0.633
It is quite different from the usual sites	0.560
It has guarantee from the vendor that my personal information will not be used to invade my privacy	0.697
Has many options for navigating within the site	0.523
The Internet links on the site are working properly	0.704
The site is brand new to the Internet	0.709
It is free of grammatical and typographical errors	0.611
The privacy policy is easy to find on the site	0.635
It has received a best site award	0.656
There is a guarantee from the vendor that the product will arrive on a certain date.	0.699
Uses a personalized greeting, e.g., "Hello, Tom!"	0.470
The company offering the product/service guarantees that my personal purchase information will not be shared with other people or organizations.	0.769
Allows email to the company or to a company representative.	0.503
Has one or more animated characters that move or speak.	0.576
Has photos of real people.	0.757
Has video of real people.	0.840
The site came online just recently.	0.663
The site presents both benefits and drawbacks of products and services.	0.680
The site carries top-brand products and services.	0.616
There is a guarantee that my credit card information would be safely and securely protected.	0.858
Uses music.	0.702
Uses sounds other than music.	0.704
There is a money-back guarantee.	0.676
Uses a lot of graphics.	0.650
Products can be easily compared.	0.728
Has video of products.	0.609
Uses a lot of color.	0.652
The company offering the product/service guarantees that my credit card information would not be abused.	0.819

Table 20. Attribute Factor Loadings, Eigenvalues, and Percentage of Variance

Attributes	1	2	3	4	5	6	7	8	9	10	11
There is a guarantee that my credit card information would be safely and securely protected.	.885	.095	.156	.060	-.040	-.073	.074	-.121	.044	.068	.061
The company offering the product/service guarantees that my credit card information would not be abused.	.843	.146	.181	.071	-.018	-.099	.130	-.098	.101	.039	.027
The company offering the product/ service guarantees that my personal purchase information will not be shared with other people or organizations	.773	.300	.044	-.050	-.003	-.167	.156	.103	.091	.017	-.070
There is a money-back guarantee.	.717	.166	.099	-.072	.087	.087	.291	.002	-.135	.028	.033
Providing credit card safety	.607	.519	.121	-.054	-.184	-.011	-.043	.102	.102	-.038	.089
Allows email to the company or to a company representative.	.473	.279	.074	.034	.171	-.001	.164	-.171	.241	.218	.059
The Internet links on the site are working properly	.187	.736	.219	-.013	-.043	.113	.092	-.144	.052	.149	.106
A return policy that is easy to understand and use	.352	.693	.110	-.045	.202	-.069	.172	.184	.136	.063	.070
The download speed of the page	-.023	.656	.252	.162	.079	.125	.050	-.083	.102	.021	-.009
It has guarantee from the vendor that my personal information will not be used to invade my privacy	.436	.650	.150	-.045	.030	-.083	.139	.119	.135	.010	-.005

Attributes	1	2	3	4	5	6	7	8	9	10	11
Fast response time from customer service	.401	.596	.174	-.014	.086	-.047	.118	.091	.121	.066	.075
Price incentives (coupons, future sale items, frequent shopper program, etc.)	.196	.549	.277	.011	.008	-.017	.001	.267	-.093	-.190	.317
Has many options for navigating within the site	.199	.503	.028	.114	.176	.274	.138	.016	.016	.301	.001
Product price	.036	.156	.749	.009	-.092	.045	.069	-.024	.023	.082	.177
The delivery time is short	.177	.082	.742	.065	.058	.130	-.065	.021	.184	.051	-.130
Low or no charge for shipping and handling	.278	.088	.740	.013	.128	-.036	.017	.081	-.005	.025	.068
A good place to find a bargain	.022	.216	.696	.032	.063	.016	.138	.052	.085	.042	.198
The products I am looking for are easy to find.	.104	.202	.642	.008	.268	-.119	.251	-.008	-.070	.187	.030
The order process is easy to use.	.146	.168	.492	.020	.314	-.183	.086	.101	-.108	.376	-.075
A wide selection and variety of products on the site	.025	.173	.440	.067	.382	-.046	.282	.029	.011	-.045	.094
Uses music.	.037	-.057	.050	.790	.139	.101	-.090	.140	.085	.079	.003
Uses sounds other than music.	-.074	-.016	.037	.764	.053	.105	-.147	.206	.187	-.009	-.021
Uses a lot of color.	-.012	.102	.046	.748	.146	-.060	.195	.013	-.073	.052	.099
Uses a lot of graphics.	.048	.162	-.049	.705	.102	.210	.137	.090	-.200	-.014	-.004
Has video of products.	.135	-.033	.053	.532	.096	-.108	.447	.103	.193	-.068	.178
Has one or more animated characters that move or speak.	-.060	-.041	.064	.477	.227	.271	-.111	.425	.143	-.020	-.012
Uses a personalized greeting, e.g., "Hello, Tom!"	.024	-.066	.014	.392	.014	.261	-.139	.160	.159	.382	.164
It has entertaining graphics and displays	-.022	.028	.105	.291	.701	.148	-.078	.097	-.064	.064	.007
It is enjoyable to visit	.022	.158	.160	.106	.683	.061	.043	.002	.151	.090	.110

Attributes	1	2	3	4	5	6	7	8	9	10	11
It's really unlike any other web site I have ever visited.	-.041	-.100	.100	.194	.640	.440	-.079	.059	.182	.036	.055
My friends and family will like to know my opinions of the site	.047	-.037	.030	.114	.498	.302	-.218	.047	.310	.274	.099
The site is brand new to the Internet	-.042	.075	.009	.083	.124	.804	-.057	.113	.063	.071	.084
The site came online just recently.	-.200	.023	-.035	.301	.059	.634	.162	.312	.028	.027	.011
It is quite different from the usual sites	-.070	.153	-.018	.074	.378	.590	.078	.077	.018	-.110	.102
The site presents both benefits and drawbacks of products and services.	.303	.152	.128	-.035	-.121	-.003	.686	.116	.102	.193	.026
Products can be easily compared.	.398	.198	.216	.184	-.019	.038	.613	-.186	.080	.169	.045
The site carries top-brand products and services.	.380	.156	.196	-.022	-.043	.145	.613	.011	.065	-.035	.064
Has video of real people.	-.074	.051	.031	.384	.096	.194	.054	.783	.079	.104	.066
Has photos of real people.	-.038	.111	.080	.336	.026	.205	.023	.751	.044	.119	.011
It has received a best site award	-.005	.030	.060	.059	.205	.183	.188	.116	.705	.051	.153
The privacy policy is easy to find on the site	.229	.342	.027	.085	.123	-.099	-.002	.093	.640	.118	-.013
There is a guarantee from the vendor that the product will arrive on a certain date.	.332	.274	.403	.058	-.106	.151	.135	-.111	.526	.007	-.085
Provides customer feedback (that is, the site provides a place for you to learn about other customer's evaluation of the product)	.037	.020	.239	-.028	.215	-.007	.191	.244	.199	.561	.108
It is free of grammatical and typographical errors	.110	.477	.101	.057	-.107	.195	-.041	-.021	-.077	.548	-.005

Attributes	1	2	3	4	5	6	7	8	9	10	11
Provides product information, including FAQs– frequently asked questions	.101	.190	.224	.090	.262	-.196	.309	.016	.094	.521	.139
I hear about it on the radio, television or in newspapers	.003	.131	.028	.197	.033	.303	.074	.094	-.070	-.061	.706
My friends and family have been happy when they have shopped there	.043	.078	.261	-.004	.210	-.008	.051	-.035	.182	.253	.650
Reputation and credibility of the company on the web	.309	.116	.344	-.026	.101	-.098	.104	-.035	.207	.267	.424
Eigenvalue	10.851	6.046	2.727	2.120	1.855	1.505	1.401	1.367	1.146	1.105	1.075
% Total Variance	22.606	12.595	5.682	4.416	3.864	3.136	2.920	2.847	2.387	2.302	2.239

Based on factor loadings, the following factor conceptualizations were derived:

“Company Guarantees Secure, Private Transactions” (factor 1). This factor included six preferred features: guarantee that credit card information would be safely and securely protected, company offering the product/service guarantees credit card information would not be abused, company offering the product/service guarantees personal purchase information will not be shared with other people or organizations, money-back guarantee, credit card safety, and allows email to the company or to a company representative. Individuals with high factor 1 scores value that companies guarantee that transactions made on their websites will be safe and private.

“Reliable, Quick, Cheap & Easy Websites” (factor 2). This factor included seven preferred features: Internet links on the site are working properly, return policy is easy to understand and use, download speed of the page, guarantee from the vendor that personal information will not be used to invade privacy, fast response time from customer

service, price incentives, and many options for navigating within the site. Individuals scoring high on this factor value online transactions that are speedy and not complicated.

“Inexpensive, Convenient Products & Services” (factor 3). This factor also included seven preferred features: product price, short delivery time, low or no charge for shipping and handling, a good place to find a bargain, easy to find products, easy to use order process, and a wide selection and variety of products on the site. The individuals with high scores on factor 3 prefer the Internet search process to be easy to do and inexpensive.

“Visual & Auditory Richness” (factor 4). This factor included seven preferred features of websites: uses music, uses sounds other than music, uses a lot of color, uses a lot of graphics, has video of products, has one or more animated characters that move or speak, and uses a personalized greeting, e.g., “Hello, Tom!” Individuals with high scores on factor 4 prefer to experience websites with a lot of visual and auditory aspects.

“Distinctly Entertaining” (factor 5). This factor included four preferred features: entertaining graphics and displays, enjoyable to visit, unlike any other web site visited, and friends and family will like to know opinions of the site. High scores on factor 5 represent a desire for a website that have fresh entertainment and are enjoyable.

“Novel & Unique Site” (factor 6). This factor included three preferred features: brand new Internet site, site came online just recently, and quite different from the usual sites. Individuals scoring highly on factor 6 prefer new and distinct websites.

“Quality & Comparable Products” (factor 7). This factor also included three preferred features: site presents both benefits and drawbacks of products and services,

products can be easily compared, and a site that carries top-brand products and services. Individuals scoring high on factor 7 prefer not only quality products, but the ability to compare products and make informed decisions.

“Human Images” (factor 8). This factor included only two preferred features: video of real people and photos of real people. Individuals scoring high on factor 8 prefer websites with images of actual people.

“Trustworthy Websites” (factor 9). This factor included three preferred features: received a best site award, privacy policy is easy to find on the site, and a guarantee from the vendor that the product will arrive on a certain date. Individuals with high scores on factor 9 value sites perceived to be dependable and reliable based on guarantees and acquired knowledge about the site.

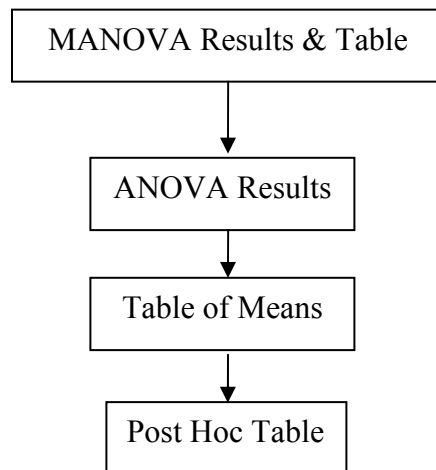
“Informative & Error Free” (factor 10). This factor included three preferred features: provides customer feedback, free of grammatical and typographical errors, and provides product information including frequently asked questions. Individuals scoring high on factor 10 prefer websites that are very informative and provide multiple types of information about the product, while remaining error free.

“Reputable Site” (factor 11). This factor also includes three preferred features: hear about it on the radio, television or in newspapers, friends and family have been happy when they have shopped there, and reputation and credibility of the company on the web. High scorers on factor 11 are those who prefer websites with well known, high quality reputations.

Research Question # 4: Do website attribute preferences differ among clusters and are there attribute differences among website visit and purchase clusters?

In overview of the analysis, all analyses containing a MANOVA and ANOVAs are presented in the following sequence. First is a MANOVA description of results with a multivariate significance table. This is followed by a description of the ANOVA results, then a table of means with significant items indicated, and, lastly, a description of post hoc results followed by a table with significant differences indicated. In addition, in order to assess attribute preference differences, an ANOVA was first conducted on all factors; then an MANOVA/ANOVA sequence was performed for the items from the factors revealing significant ANOVA results. Figure 1 details the MANOVA/ANOVA sequence presented throughout the current analyses.

Figure 1. Sequence of MANOVA/ANOVA Results



4.2.2. Attribute Preference Differences: Initial ANOVAs followed by MANOVA/ANOVAs

ANOVAs and least significant difference post hoc tests were performed separately for the visit and purchase cluster solutions with the factor scores as the dependent variables. Appendix F contains the factor score ANOVA tables and post hocs for all 11 factors for the visit and purchase cluster solutions. MANOVAs were then performed on the significant factors for each cluster solution in order to identify uniquely significant items. Appendix G details the MANOVA results for the visit and purchase cluster solutions.

4.2.2.1. *Visit Cluster ANOVAs.* The visit cluster ANOVA revealed that Reliable, Quick, Cheap & Easy Websites (factor 2) was the only factor to contain significant differences between the seven visit clusters ($F_{(6, 333)} = 4.416, p < .01$). Table 21 displays factor 2 means for the visit cluster solution.

Table 21. Visit Cluster: Reliable, Quick, Cheap & Easy Websites (factor 2) Means and Sample Sizes.

Visit Cluster	N	Mean (Factor 2)**
My Stuff	67	-0.044
Some of Everything	65	-0.053
Non-Browsers	40	-0.519
Technos	31	-0.173
Travelers	76	0.324
Media Mavens	41	0.329
Frequent Browsers	20	0.148
Total	340	0.025

**Significant Mean Difference ($p < .01$)

A post hoc (LSD) revealed that ‘Non-Browsers’ had significantly lower scores on factor 2 than all the other clusters except for the ‘Technos’. ‘Travelers’ also had significantly higher scores than the ‘My Stuff’, ‘Some of Everything’, ‘Non-Browsers’,

and ‘Technos’. The ‘Media Mavens’ had significantly higher scores on factor 2 than ‘Some of Everything’, ‘Non-Browsers’, and ‘Technos’. Table 22 details the mean differences between the visit cluster solution on ‘Reliable, Quick, Cheap & Easy Websites’ (factor 2).

Table 22. Visit Cluster: Reliable, Quick, Cheap & Easy Websites (factor 2) Mean Differences

Reliable, Quick, Cheap & Easy Websites (factor 2)							
	My Stuff	Some of Everything	Non-Browsers	Technos	Travelers	Media Mavens	Frequent Browsers
My Stuff	--	--	--	--	--	--	--
Some of Everything	0.009	--	--	--	--	--	--
Non-Browsers	0.475*	0.465*	--	--	--	--	--
Technos	0.129	0.120	-0.346	--	--	--	--
Travelers	-0.368*	-0.377*	-0.843**	-0.497*	--	--	--
Media Mavens	-0.373	-0.382*	-0.847**	-0.502*	-0.005	--	--
Frequent Browsers	-0.192	-0.202	-0.667*	-0.321	0.176	0.180	--

*Significant Mean Differences ($p < .05$), ** ($p < .01$).

4.2.2.2. *Visit Cluster MANOVA/ANOVAs: Factor 2.* The seven items factor 2 was comprised of were used as the dependent variables in the MANOVA. However, these results should be interpreted cautiously because the multivariate tests (table 23) only produced significance with Roy’s largest Root ($p = .007$), and the Box’s M was significant ($p = .002$) indicating that there is a violation of the assumption of equality of covariance matrices.

Table 23. Visit: MANOVA Multivariate Significance for Factor 2 Attributes

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Observed Power
Intercept	Pillai's	0.959	1360.403	7.000	411.000	0.000	0.959	1.000
	Trace							
	Wilks'	0.041	1360.403	7.000	411.000	0.000	0.959	1.000
	Lambda							
	Hotelling's	23.170	1360.403	7.000	411.000	0.000	0.959	1.000
Visit7_1	Trace							
	Roy's							
	Largest	23.170	1360.403	7.000	411.000	0.000	0.959	1.000
	Root							
	Pillai's	0.116	1.167	42.000	2496.000	0.215	0.019	0.984
Visit7_1	Trace							
	Wilks'	0.889	1.167	42.000	1931.213	0.215	0.019	0.930
	Lambda							
	Hotelling's	0.120	1.166	42.000	2456.000	0.216	0.020	0.984
	Trace							
Visit7_1	Roy's							
	Largest	0.047	2.806	7.000	416.000	0.007	0.045	0.918
	Root							

Results of the analysis revealed that two items were significant. “A return policy that is easy to understand and use” ($F_{(6, 417)} = 2.681, p = .015$) and “Has many options for navigating within the site” ($F_{(6, 417)} = 2.291, p = .035$). Table 24 identifies the attribute items and means in factor 2.

Table 24. Visit Cluster: Reliable, Quick, Cheap & Easy Websites (factor 2) Attribute Means

Reliable, Quick, Cheap & Easy Websites (factor 2): Attribute Means								
Attributes	My Stuff N=81	Some of Every-thing N=82	Non-Browsers N=51	Technos N=38	Travel-ers N=96	Media Mavens N=53	Frequent Browsers N=23	Total N=424
Fast response time from customer service								
Means	5.62	5.93	5.82	5.82	6.00	6.19	6.13	5.91
The download speed of the page								
Means	5.04	5.01	4.80	4.79	5.24	5.23	4.96	5.05
*A return policy that is easy to understand and use								
Means	5.31	5.59	5.24	5.34	5.94	5.40	5.83	5.54
Price incentives (coupons, future sale items, frequent shopper program, etc.)								
Means	5.19	5.55	4.96	5.42	5.51	5.42	5.65	5.38
It has guarantee from the vendor that my personal information will not be used to invade my privacy								
Means	5.62	5.82	5.67	5.76	6.13	5.89	6.26	5.86
*Has many options for navigating within the site								
Means	4.32	4.62	3.94	4.16	4.64	4.89	4.48	4.47
The Internet links on the site are working properly								
Means	5.46	5.48	5.33	5.34	5.67	5.66	5.74	5.52
*Significant Mean Difference (p<.05)								

A least significant difference post hoc (LSD) illustrated that ‘Travelers’ rated the importance of “a return policy that is easy to understand and use” significantly higher than ‘My Stuff’, ‘Non-Browsers’, ‘Technos’, and ‘Media Mavens’. The post hoc test also showed that ‘Media Mavens’ rated the importance of “has many options for navigating within the site” significantly higher than ‘My Stuff’, ‘Non-Browsers’, and ‘Technos’. In addition, ‘Non-Browsers’ rated the same item significantly lower in importance than ‘Some of Everything’, ‘Travelers’, and ‘Media Mavens’. Table 25 details the mean differences between the visit clusters for the two significant items.

Table 25. Visit: Post Hoc Results for Factor 2 Significant Attributes

Dependent Variable	(I) Ward Method_Visit Cluster Solution	(J) Ward Method_Visit Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.
A return policy that is easy to understand and use.	My Stuff	Some of Everything	-0.277	0.210	0.188
		Non-Browsers	0.073	0.239	0.760
		Technos	-0.033	0.263	0.899
		Travelers	-0.629**	0.202	0.002
		Media Mavens	-0.088	0.237	0.712
		Frequent Browsers	-0.517	0.317	0.103
	Some of Everything	My Stuff	0.277	0.210	0.188
		Non-Browsers	0.350	0.239	0.144
		Technos	0.243	0.263	0.355
		Travelers	-0.352	0.201	0.081
		Media Mavens	0.189	0.236	0.424
		Frequent Browsers	-0.241	0.316	0.447
	Non-Browsers	My Stuff	-0.073	0.239	0.760
		Some of Everything	-0.350	0.239	0.144
		Technos	-0.107	0.287	0.710
		Travelers	-0.702**	0.232	0.003
		Media Mavens	-0.161	0.263	0.541
		Frequent Browsers	-0.591	0.337	0.080
	Technos	My Stuff	0.033	0.263	0.899
		Some of Everything	-0.243	0.263	0.355
		Non-Browsers	0.107	0.287	0.710
		Travelers	-0.595*	0.257	0.021
		Media Mavens	-0.054	0.285	0.849
		Frequent Browsers	-0.484	0.354	0.172
	Travelers	My Stuff	0.629**	0.202	0.002
		Some of Everything	0.352	0.201	0.081
		Non-Browsers	0.702**	0.232	0.003
		Technos	0.595*	0.257	0.021
		Media Mavens	0.541*	0.229	0.019
		Frequent Browsers	0.111	0.311	0.720
	Media Mavens	My Stuff	0.088	0.237	0.712
		Some of Everything	-0.189	0.236	0.424
		Non-Browsers	0.161	0.263	0.541
		Technos	0.054	0.285	0.849
		Travelers	-0.541*	0.229	0.019
		Frequent Browsers	-0.430	0.335	0.200
	Frequent Browsers	My Stuff	0.517	0.317	0.103
		Some of Everything	0.241	0.316	0.447
		Non-Browsers	0.591	0.337	0.080
		Technos	0.484	0.354	0.172
		Travelers	-0.111	0.311	0.720
		Media Mavens	0.430	0.335	0.200

Dependent Variable	(I) Ward Method_Visit Cluster Solution	(J) Ward Method_Visit Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.
Has many options for navigating within the site.	My Stuff	Some of Everything	-0.301	0.245	0.219
		Non-Browsers	0.380	0.279	0.174
		Technos	0.163	0.307	0.595
		Travelers	-0.314	0.236	0.183
		Media Mavens	-0.566*	0.276	0.041
		Frequent Browsers	-0.157	0.369	0.670
	Some of Everything	My Stuff	0.301	0.245	0.219
		Non-Browsers	0.681*	0.278	0.015
		Technos	0.464	0.306	0.131
		Travelers	-0.013	0.235	0.954
		Media Mavens	-0.265	0.275	0.336
		Frequent Browsers	0.144	0.368	0.697
	Non-Browsers	My Stuff	-0.380	0.279	0.174
		Some of Everything	-0.681*	0.278	0.015
		Technos	-0.217	0.335	0.517
		Travelers	-0.694*	0.270	0.011
		Media Mavens	-0.946**	0.306	0.002
		Frequent Browsers	-0.537	0.392	0.171
	Technos	My Stuff	-0.163	0.307	0.595
		Some of Everything	-0.464	0.306	0.131
		Non-Browsers	0.217	0.335	0.517
		Travelers	-0.478	0.299	0.111
		Media Mavens	-0.729*	0.332	0.029
		Frequent Browsers	-0.320	0.412	0.438
	Travelers	My Stuff	0.314	0.236	0.183
		Some of Everything	0.013	0.235	0.954
		Non-Browsers	0.694*	0.270	0.011
		Technos	0.478	0.299	0.111
		Media Mavens	-0.251	0.267	0.347
		Frequent Browsers	0.157	0.362	0.665
	Media Mavens	My Stuff	0.566*	0.276	0.041
		Some of Everything	0.265	0.275	0.336
		Non-Browsers	0.946**	0.306	0.002
		Technos	0.729*	0.332	0.029
		Travelers	0.251	0.267	0.347
		Frequent Browsers	0.409	0.390	0.295
	Frequent Browsers	My Stuff	0.157	0.369	0.670
		Some of Everything	-0.144	0.368	0.697
		Non-Browsers	0.537	0.392	0.171
		Technos	0.320	0.412	0.438
		Travelers	-0.157	0.362	0.665
		Media Mavens	-0.409	0.390	0.295

*Significant Mean Difference (p<.05), ** (p<.01).

4.2.2.3. *Purchase Cluster ANOVAs.* The purchase cluster ANOVAs revealed that Reliable, Quick, Cheap & Easy Websites (factor 2) contained significant differences between the seven visit clusters ($F_{(6,333)} = 2.495$, $p=.022$), as well as Trustworthy Websites (factor 9) ($F_{(6,333)} = 2.549$, $p=.020$). Table 26 identifies the means and sample sizes for factors 2 and 9 in the purchase cluster solution.

Table 26. Purchase Cluster: Reliable, Quick, Cheap & Easy Websites (factor 2) and Trustworthy Websites (factor 9) Means and Sample Sizes

Purchase Cluster	N	Mean (factor 2)*	Mean (factor 9)*
A Little Media	89	-0.253	-0.012
Media Mavens	24	0.130	0.441
My Stuff	43	-0.005	-0.256
Travel and Entertainment	55	0.335	0.260
Non-Shoppers	39	-0.093	-0.277
Flyers	48	0.146	0.001
Heavy Shoppers	42	0.153	0.045
Total	340	0.025	0.011

*Significant Mean Difference ($p<.05$)

The post hoc (LSD) revealed that ‘A Little Media’ had significantly lower scores on factor 2 than ‘Travel and Entertainment’, ‘Flyers’, and ‘Heavy Shoppers’. The ‘Travel and Entertainment’ cluster also had significantly higher scores on factor 2 than ‘Non-Shoppers’. In addition, ‘Travel and Entertainment’ had significantly higher scores on factor 9 than ‘My Stuff’, ‘Non-Shoppers’. ‘Media Mavens’ also had significantly higher scores than ‘My Stuff’, ‘Non-Shoppers’, and ‘A Little Media’. Table 27 details the mean differences between the purchase clusters on ‘Reliable, Quick, Cheap & Easy Websites’ (factor 2) and Trustworthy Websites (factor 9).

Table 27. Purchase Cluster: Reliable, Quick, Cheap & Easy Websites (factor 2) and Trustworthy Websites (factor 9) Mean Differences

Reliable, Quick, Cheap & Easy Websites (factor 2)							
	A Little Media	Media Mavens	My Stuff	Travel / Entertainment	Non-Shoppers	Flyers	Heavy Shoppers
A Little Media	--	--	--	--	--	--	--
Media Mavens	-0.383	--	--	--	--	--	--
My Stuff	-0.248	0.135	--	--	--	--	--
Travel & Entertainment	-0.588**	-0.205	-0.340	--	--	--	--
Non-Shoppers	-0.160	0.223	0.088	0.428*	--	--	--
Flyers	-0.399*	-0.016	-0.151	0.189	-0.239	--	--
Heavy Shoppers	-0.406*	-0.023	-0.158	0.182	-0.246	-0.007	--
Trustworthy Websites (factor 9)							
	A Little Media	Media Mavens	My Stuff	Travel / Entertainment	Non-Shoppers	Flyers	Heavy Shoppers
A Little Media	--	--	--	--	--	--	--
Media Mavens	-0.453*	--	--	--	--	--	--
My Stuff	0.244	0.697**	--	--	--	--	--
Travel & Entertainment	-0.272	0.182	-0.516*	--	--	--	--
Non-Shoppers	0.265	0.718**	0.021	0.536**	--	--	--
Flyers	-0.013	0.440	-0.257	0.258	-0.278	--	--
Heavy Shoppers	-0.057	0.397	-0.301	0.215	-0.321	-0.043	--

*Significant Mean Differences (p<.05), ** (p<.01).

4.2.2.4. *Purchase Cluster MANOVA/ANOVAs: Factor 2.* The MANOVA with individual items in factor 2 was also run for the purchase cluster solution. The multivariate tests (table 28) revealed significant results ($p \leq .029$). However, the Box's M was also significant ($p < .01$) in the analysis.

Table 28. Purchase Factor 2 Attributes MANOVA Multivariate Significance

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Observed Power
Intercept	Pillai's	0.963	1522.075	7.000	411.000	0.000	0.963	1.000
	Trace							
	Wilks'	0.037	1522.075	7.000	411.000	0.000	0.963	1.000
	Lambda							
	Hotelling's	25.923	1522.075	7.000	411.000	0.000	0.963	1.000
Visit7_1	Trace							
	Roy's							
	Largest	25.923	1522.075	7.000	411.000	0.000	0.963	1.000
	Root							
	Pillai's	0.144	1.459	42.000	2496.000	0.029	0.024	0.998
Visit7_1	Trace							
	Wilks'	0.863	1.463	42.000	1931.213	0.028	0.024	0.980
	Lambda							
	Hotelling's	0.150	1.464	42.000	2456.000	0.028	0.024	0.998
	Trace							
Visit7_1	Roy's							
	Largest	0.061	3.642	7.000	416.000	0.001	0.058	0.975
	Root							

Results of the ANOVA showed that “A return policy that is easy to understand and use” ($F_{(6,417)} = 2.571$, $p = .019$) was significant again, as well as and “Price incentives” ($F_{(6,417)} = 2.777$, $p = .012$). A third item “It has a guarantee from the vendor that my personal information will not be used to invade my privacy” was near significance ($F_{(6,417)} = 2.003$, $p = .064$). Table 29 details the individual attribute means in factor 2.

Table 29. Purchase Cluster: Reliable, Quick, Cheap & Easy Websites (factor 2) Attribute Means

Reliable, Quick, Cheap & Easy Websites (factor 2): Attribute Means								
Attributes	A Little Media N=108	Media Mavens N=32	My Stuff N=53	Travel / Entertainment N=65	Non-Shoppers N=51	Flyers N=64	Heavy Shoppers N=51	Total N=424
Fast response time from customer service								
Means	5.80	6.28	5.68	6.12	5.65	6.00	6.00	5.91
The download speed of the page								
Means	4.81	5.19	5.06	5.25	4.82	5.27	5.14	5.05
*A return policy that is easy to understand and use								
Means	5.19	5.63	5.42	5.94	5.47	5.75	5.63	5.54
*Price incentives (coupons, future sale items, frequent shopper program, etc.)								
Means	5.07	5.91	4.94	5.60	5.33	5.66	5.55	5.38
It has guarantee from the vendor that my personal information will not be used to invade my privacy								
Means	5.69	5.50	5.60	6.25	5.86	6.13	5.88	5.86
Has many options for navigating within the site								
Means	4.27	4.25	4.66	4.60	4.43	4.41	4.78	4.47
The Internet links on the site are working properly								
Means	5.39	5.44	5.60	5.69	5.29	5.52	5.80	5.52
*Significant Mean Differences ($p < .05$)								

Post hoc tests (LSD) indicated that ‘A Little Media’ rated the importance of “a return policy that is easy to understand and use” significantly lower than ‘Travel and Entertainment’ and ‘Flyers’. The post hoc also showed that ‘Travel and Entertainment’ rated the same item significantly higher than the ‘My Stuff’ cluster. Both the ‘A Little Media’ and ‘My Stuff’ clusters rated the importance of “price incentives” significantly lower than ‘Media Mavens’, ‘Travel and Entertainment’, and ‘Flyers’. In addition, ‘My Stuff’ also rated the same item significantly lower in importance than ‘Heavy Shoppers’. Table 30 shows the mean differences between the purchase clusters for the two significant items.

Table 30. Purchase: Post Hoc Results for Factor 2 Significant Attributes

Dependent Variable	Method Purchase Cluster Solution	Method Purchase Cluster Solution	Mean Difference	Std. Error	Sig.
A return policy that is easy to understand and use.	A Little Media	Media Mavens	-0.431	0.270	0.111
		My Stuff	-0.221	0.225	0.327
		Travel & Entertainment	-0.744**	0.210	0.000
		Non-Shoppers	-0.276	0.228	0.226
		Flyers	-0.556**	0.212	0.009
		Heavy Shoppers	-0.433	0.228	0.058
	Media Mavens	A Little Media	0.431	0.270	0.111
		My Stuff	0.210	0.300	0.485
		Travel & Entertainment	-0.313	0.290	0.280
		Non-Shoppers	0.154	0.302	0.610
		Flyers	-0.125	0.290	0.667
		Heavy Shoppers	-0.002	0.302	0.994
	My Stuff	A Little Media	0.221	0.225	0.327
		Media Mavens	-0.210	0.300	0.485
		Travel & Entertainment	-0.523*	0.248	0.036
		Non-Shoppers	-0.055	0.263	0.833
		Flyers	-0.335	0.249	0.179
		Heavy Shoppers	-0.212	0.263	0.420
	Travel & Entertainment	A Little Media	0.744**	0.210	0.000
		Media Mavens	0.313	0.290	0.280
		My Stuff	0.523*	0.248	0.036
		Non-Shoppers	0.468	0.251	0.063
		Flyers	0.188	0.236	0.425
		Heavy Shoppers	0.311	0.251	0.216
	Non-Shoppers	A Little Media	0.276	0.228	0.226
		Media Mavens	-0.154	0.302	0.610
		My Stuff	0.055	0.263	0.833
		Travel & Entertainment	-0.468	0.251	0.063
		Flyers	-0.279	0.252	0.268
		Heavy Shoppers	-0.157	0.266	0.555
	Flyers	A Little Media	0.556**	0.212	0.009
		Media Mavens	0.125	0.290	0.667
		My Stuff	0.335	0.249	0.179
		Travel & Entertainment	-0.188	0.236	0.425
		Non-Shoppers	0.279	0.252	0.268
		Heavy Shoppers	0.123	0.252	0.627
	Heavy Shoppers	A Little Media	0.433	0.228	0.058
		Media Mavens	0.002	0.302	0.994
		My Stuff	0.212	0.263	0.420
		Travel & Entertainment	-0.311	0.251	0.216
		Non-Shoppers	0.157	0.266	0.555
		Flyers	-0.123	0.252	0.627

	Method_Purchase Cluster Solution	Method_Purchase Cluster Solution	Mean Difference	Std. Error	Sig.
Price incentives (coupons, future sale items, frequent shopper program, etc.)	A Little Media	Media Mavens	-0.832**	0.307	0.007
		My Stuff	0.131	0.256	0.610
		Travel & Entertainment	-0.526*	0.239	0.029
		Non-Shoppers	-0.259	0.259	0.317
		Flyers	-0.582*	0.240	0.016
		Heavy Shoppers	-0.475	0.259	0.067
	Media Mavens	A Little Media	0.832**	0.307	0.007
		My Stuff	0.963**	0.341	0.005
		Travel & Entertainment	0.306	0.329	0.353
		Non-Shoppers	0.573	0.344	0.096
		Flyers	0.250	0.330	0.449
		Heavy Shoppers	0.357	0.344	0.299
	My Stuff	A Little Media	-0.131	0.256	0.610
		Media Mavens	-0.963**	0.341	0.005
		Travel & Entertainment	-0.657*	0.282	0.020
		Non-Shoppers	-0.390	0.299	0.193
		Flyers	-0.713*	0.283	0.012
		Heavy Shoppers	-0.606*	0.299	0.043
	Travel & Entertainment	A Little Media	0.526*	0.239	0.029
		Media Mavens	-0.306	0.329	0.353
		My Stuff	0.657*	0.282	0.020
		Non-Shoppers	0.267	0.285	0.350
		Flyers	-0.056	0.268	0.834
		Heavy Shoppers	0.051	0.285	0.858
	Non-Shoppers	A Little Media	0.259	0.259	0.317
		Media Mavens	-0.573	0.344	0.096
		My Stuff	0.390	0.299	0.193
		Travel & Entertainment	-0.267	0.285	0.350
		Flyers	-0.323	0.286	0.260
		Heavy Shoppers	-0.216	0.302	0.475
	Flyers	A Little Media	0.582*	0.240	0.016
		Media Mavens	-0.250	0.330	0.449
		My Stuff	0.713*	0.283	0.012
		Travel & Entertainment	0.056	0.268	0.834
		Non-Shoppers	0.323	0.286	0.260
		Heavy Shoppers	0.107	0.286	0.708
	Heavy Shoppers	A Little Media	0.475	0.259	0.067
		Media Mavens	-0.357	0.344	0.299
		My Stuff	0.606*	0.299	0.043
		Travel & Entertainment	-0.051	0.285	0.858
		Non-Shoppers	0.216	0.302	0.475
		Flyers	-0.107	0.286	0.708

*Significant Mean Difference (p<.05), ** (p<.01).

4.2.2.5. *Purchase Cluster MANOVA/ANOVAs: Factor 9.* A MANOVA was run with the items from factor 9. The multivariate tests (table 31) revealed significant results ($p < .01$). However, the Box's M was also significant ($p = .011$), but not as much as in the factor 2 purchase MANOVA.

Table 31. Purchase Factor 9 Attributes MANOVA Multivariate Significance

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Observed Power
Intercept	Pillai's	0.946	2461.241	3.000	424.000	0.000	0.946	1.000
	Trace							
	Wilks'	0.054	2461.241	3.000	424.000	0.000	0.946	1.000
	Lambda							
	Hotelling's	17.414	2461.241	3.000	424.000	0.000	0.946	1.000
Visit7_1	Trace							
	Roy's							
	Largest	17.414	2461.241	3.000	424.000	0.000	0.946	1.000
	Root							
	Pillai's	0.095	2.324	18.000	1278.000	0.001	0.032	0.994
Visit7_1	Trace							
	Wilks'	0.907	2.336	18.000	1199.738	0.001	0.032	0.991
	Lambda							
	Hotelling's	0.100	2.344	18.000	1268.000	0.001	0.032	0.994
	Trace							
Visit7_1	Roy's							
	Largest	0.061	4.310	6.000	426.000	0.000	0.057	0.982
	Root							

The ANOVA concluded that all three items significantly differed between the cluster solution “the privacy policy is easy to find on the site” ($F_{(6,226)} = 2.465$, $p = .024$), “it has received a best site award” ($F_{(6,226)} = 2.206$, $p = .042$), and “there is a guarantee from the vendor that the product will arrive on a certain date” ($F_{(6,226)} = 2.963$, $p = .008$). Table 32 contains the attribute means for factor 9.

Table 32. Purchase Cluster: Trustworthy Websites (factor 9) Attribute Means

Trustworthy Websites (factor 9): Attribute Means								
Attributes	A Little Media N=115	Media Mavens N=31	My Stuff N=54	Travel / Entertainment N=65	Non-Shoppers N=50	Flyers N=66	Heavy Shoppers N=52	Total N=433
*The privacy policy is easy to find on the site								
Means	4.60	4.42	4.61	5.48	4.66	4.82	4.92	4.80
*It has received a best site award								
Means	3.70	4.39	3.20	3.97	3.36	3.55	3.67	3.66
**There is a guarantee from the vendor that the product will arrive on a certain date.								
Means	5.45	6.13	5.30	5.91	5.16	5.50	5.65	5.55
*Significant Mean Difference (p<.05), ** (p<.01).								

Post hoc tests (LSD) indicated that ‘Travel and Entertainment’ rated the importance of “the privacy policy is easy to find on the site” significantly higher than all other cluster except the ‘Heavy Shoppers’. ‘Media Mavens’ also had significantly higher ratings on “received best site award” than ‘My Stuff’, ‘Non-Shoppers’, and ‘Flyers’. ‘Travel and Entertainment’ was also significantly higher than the ‘My Stuff’ cluster. Furthermore, ‘Media Mavens’ rated the importance of “there is a guarantee from the vendor that the product will arrive on a certain date” significantly higher than all other clusters except the ‘Heavy Shoppers’ and ‘Travel and Entertainment’ clusters. While, ‘Travel and Entertainment’ rated the same item significantly higher than ‘A Little Media’, ‘My Stuff’, and ‘Non-Shoppers’. Table 33 shows the mean differences between the purchase clusters for the three significant items.

Table 33. Purchase Factor 9 Significant Attributes: Post Hoc Results

Dependent Variable	(I) Ward Method_Purchase Cluster Solution	(J) Ward Method_Purchase Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.
The privacy policy is easy to find on the site	A Little Media	Media Mavens	0.181	0.343	0.599
		My Stuff	-0.011	0.280	0.968
		Travel & Entertainment	-0.877**	0.263	0.001
		Non-Shoppers	-0.060	0.287	0.835
		Flyers	-0.218	0.262	0.406
		Heavy Shoppers	-0.323	0.284	0.255
	Media Mavens	A Little Media	-0.181	0.343	0.599
		My Stuff	-0.192	0.382	0.616
		Travel & Entertainment	-1.058**	0.370	0.005
		Non-Shoppers	-0.241	0.388	0.535
		Flyers	-0.399	0.370	0.281
		Heavy Shoppers	-0.504	0.385	0.192
	My Stuff	A Little Media	0.011	0.280	0.968
		Media Mavens	0.192	0.382	0.616
		Travel & Entertainment	-0.866**	0.312	0.006
		Non-Shoppers	-0.049	0.333	0.883
		Flyers	-0.207	0.311	0.506
		Heavy Shoppers	-0.312	0.330	0.345
	Travel & Entertainment	A Little Media	0.877**	0.263	0.001
		Media Mavens	1.058**	0.370	0.005
		My Stuff	0.866**	0.312	0.006
		Non-Shoppers	0.817*	0.319	0.011
		Flyers	0.659*	0.297	0.027
		Heavy Shoppers	0.554	0.316	0.080
	Non-Shoppers	A Little Media	0.060	0.287	0.835
		Media Mavens	0.241	0.388	0.535
		My Stuff	0.049	0.333	0.883
		Travel & Entertainment	-0.817*	0.319	0.011
		Flyers	-0.158	0.318	0.619
		Heavy Shoppers	-0.263	0.336	0.434
	Flyers	A Little Media	0.218	0.262	0.406
		Media Mavens	0.399	0.370	0.281
		My Stuff	0.207	0.311	0.506
		Travel & Entertainment	-0.659*	0.297	0.027
		Non-Shoppers	0.158	0.318	0.619
		Heavy Shoppers	-0.105	0.315	0.739
	Heavy Shoppers	A Little Media	0.323	0.284	0.255
		Media Mavens	0.504	0.385	0.192
		My Stuff	0.312	0.330	0.345
		Travel & Entertainment	-0.554	0.316	0.080
		Non-Shoppers	0.263	0.336	0.434
		Flyers	0.105	0.315	0.739

	(I) Ward Method_Purchase Cluster Solution	(J) Ward Method_Purchase Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.
It has received a best site award	A Little Media	Media Mavens	-0.683	0.349	0.051
		My Stuff	0.501	0.285	0.079
		Travel & Entertainment	-0.265	0.268	0.323
		Non-Shoppers	0.344	0.292	0.240
		Flyers	0.159	0.267	0.551
		Heavy Shoppers	0.031	0.288	0.914
	Media Mavens	A Little Media	0.683	0.349	0.051
		My Stuff	1.183**	0.389	0.002
		Travel & Entertainment	0.418	0.377	0.268
		Non-Shoppers	1.027**	0.395	0.010
		Flyers	0.842*	0.376	0.026
		Heavy Shoppers	0.714	0.392	0.069
	My Stuff	A Little Media	-0.501	0.285	0.079
		Media Mavens	-1.183**	0.389	0.002
		Travel & Entertainment	-0.766*	0.318	0.016
		Non-Shoppers	-0.156	0.339	0.645
		Flyers	-0.342	0.317	0.281
		Heavy Shoppers	-0.469	0.335	0.162
	Travel & Entertainment	A Little Media	0.265	0.268	0.323
		Media Mavens	-0.418	0.377	0.268
		My Stuff	0.766*	0.318	0.016
		Non-Shoppers	0.609	0.325	0.061
		Flyers	0.424	0.302	0.161
		Heavy Shoppers	0.296	0.321	0.357
	Non-Shoppers	A Little Media	-0.344	0.292	0.240
		Media Mavens	-1.027**	0.395	0.010
		My Stuff	0.156	0.339	0.645
		Travel & Entertainment	-0.609	0.325	0.061
		Flyers	-0.185	0.324	0.567
		Heavy Shoppers	-0.313	0.342	0.360
	Flyers	A Little Media	-0.159	0.267	0.551
		Media Mavens	-0.842*	0.376	0.026
		My Stuff	0.342	0.317	0.281
		Travel & Entertainment	-0.424	0.302	0.161
		Non-Shoppers	0.185	0.324	0.567
		Heavy Shoppers	-0.128	0.320	0.690
	Heavy Shoppers	A Little Media	-0.031	0.288	0.914
		Media Mavens	-0.714	0.392	0.069
		My Stuff	0.469	0.335	0.162
		Travel & Entertainment	-0.296	0.321	0.357
		Non-Shoppers	0.313	0.342	0.360
		Flyers	0.128	0.320	0.690

	(I) Ward Method_Purchase Cluster Solution	(J) Ward Method_Purchase Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.
There is a guarantee from the vendor that the product will arrive on a certain date.	A Little Media	Media Mavens	-0.677*	0.270	0.013
		My Stuff	0.156	0.220	0.479
		Travel & Entertainment	-0.456*	0.207	0.028
		Non-Shoppers	0.292	0.226	0.197
		Flyers	-0.048	0.206	0.816
		Heavy Shoppers	-0.202	0.223	0.366
	Media Mavens	A Little Media	0.677*	0.270	0.013
		My Stuff	0.833**	0.301	0.006
		Travel & Entertainment	0.221	0.291	0.447
		Non-Shoppers	0.969*	0.305	0.002
		Flyers	0.629*	0.290	0.031
		Heavy Shoppers	0.475	0.303	0.117
	My Stuff	A Little Media	-0.156	0.220	0.479
		Media Mavens	-0.833**	0.301	0.006
		Travel & Entertainment	-0.611*	0.246	0.013
		Non-Shoppers	0.136	0.262	0.603
		Flyers	-0.204	0.245	0.406
		Heavy Shoppers	-0.358	0.259	0.168
	Travel & Entertainment	A Little Media	0.456*	0.207	0.028
		Media Mavens	-0.221	0.291	0.447
		My Stuff	0.611*	0.246	0.013
		Non-Shoppers	0.748**	0.251	0.003
		Flyers	0.408	0.233	0.081
		Heavy Shoppers	0.254	0.248	0.307
	Non-Shoppers	A Little Media	-0.292	0.226	0.197
		Media Mavens	-0.969**	0.305	0.002
		My Stuff	-0.136	0.262	0.603
		Travel & Entertainment	-0.748**	0.251	0.003
		Flyers	-0.340	0.250	0.175
		Heavy Shoppers	-0.494	0.264	0.062
	Flyers	A Little Media	0.048	0.206	0.816
		Media Mavens	-0.629*	0.290	0.031
		My Stuff	0.204	0.245	0.406
		Travel & Entertainment	-0.408	0.233	0.081
		Non-Shoppers	0.340	0.250	0.175
		Heavy Shoppers	-0.154	0.247	0.534
	Heavy Shoppers	A Little Media	0.202	0.223	0.366
		Media Mavens	-0.475	0.303	0.117
		My Stuff	0.358	0.259	0.168
		Travel & Entertainment	-0.254	0.248	0.307
		Non-Shoppers	0.494	0.264	0.062
		Flyers	0.154	0.247	0.534

*Significant Mean Difference (p<.05), ** (p<.01).

Research Question # 5: Do browsing and purchasing frequencies and the length of Internet use, differ among clusters?

4.3. Internet Usage

A MANOVA was conducted using both visit and purchase cluster solutions as the fixed factors separately in order to identify differences in Internet Use among the two solutions. The dependent variables were four Internet use items, which consisted of “About how long have you been using the Internet?” (interl), “On average, how many hours per week, if any, do you use the Internet?” (interu), “How often, if ever, do you go online to look for information about products or services without buying anything during that visit?”(brows1), “How often, if ever, do you go online and make a purchase? (inter3)”. ANOVAs and post hoc tests were then analyzed in order to observe cluster differences. Appendix H contains the MANOVA tables and Appendix I contains the ANOVA and post hoc tables for visit and purchase clusters.

4.3.1. *Visit Cluster MANOVA and ANOVAs.* The MANOVA revealed significant multivariate tests ($p < .01$). In addition, the Box's Test of Equality of Covariance Matrices was not significant ($p = .082$), indicating that there is not a violation of the assumption of equality of covariance matrices. Table 34 details the multivariate tests of significance.

Table 34. Visit Internet Use Item MANOVA Multivariate Significance

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Observed Power
Intercept	Pillai's							
	Trace	0.977	4548.173	4.000	425.000	0.000	0.977	1.000
	Wilks'							
	Lambda	0.023	4548.173	4.000	425.000	0.000	0.977	1.000
	Hotelling's							
	Trace	42.806	4548.173	4.000	425.000	0.000	0.977	1.000
Visit7_1	Roy's							
	Largest							
	Root	42.806	4548.173	4.000	425.000	0.000	0.977	1.000
	Pillai's							
	Trace	0.215	4.060	24.000	1712.000	0.000	0.054	1.000
	Wilks'							
Visit7_1	Lambda	0.794	4.220	24.000	1483.858	0.000	0.056	1.000
	Hotelling's							
	Trace	0.247	4.359	24.000	1694.000	0.000	0.058	1.000
	Roy's							
	Largest							
	Root	0.188	13.418	6.000	428.000	0.000	0.158	1.000

ANOVAs on each item also revealed that the four Internet usage items were significant ($p < .01$) indicating that the clusters differed based on their Internet usage.

Table 35 details the item means for each visit cluster.

Table 35. Visit Internet Use Item Means

Visit Clusters	Internet Use Items			
	**About how long have you been using the Internet? (interl)	**On average, how many hours per week, if any, do you use the Internet? (interu)	**How often, if ever, do you go online to look for information about products or services without buying anything during that visit? (brows1)	**How often, if ever, do you go online and make a purchase? (inter3)
Means				
My Stuff (N=85)	5.13	4.12	4.54	2.78
Some of Everything (N=83)	5.27	4.10	4.87	2.78
Non-Browsers (N=51)	5.04	3.65	3.49	2.27
Technos (N=41)	5.46	4.59	4.63	2.71
Travelers (N=99)	5.16	3.74	4.37	2.89
Media Mavens (N=54)	5.57	4.67	5.35	3.11
Frequent Browsers (N=22)	5.50	4.00	5.14	3.05
Total (N=435)	5.26	4.08	4.58	2.79
**Significant Mean Difference ($p < .01$)				

Table 36 details the differences between the visit clusters. The least significant difference (LSD) post hoc test identified that ‘Media Mavens’ had been using the Internet significantly longer (interl) and used the Internet more hours per week (interu) than all other clusters, except for ‘Technos’ and ‘Frequent Browsers’. ‘Frequent Browsers’ and ‘Technos’ also used the Internet longer (interl) than ‘Non-Browsers’. In addition, the ‘Technos’ used the Internet more hours per week than ‘Non-Browsers’ and ‘Travelers’. The ‘Media Mavens’ browsed online without making purchases (brows1) significantly more than all other clusters except for the ‘Frequent Browsers’, while ‘Non-Browsers’ browsed online without making purchases less than all other clusters. ‘Frequent Browsers’ also browsed online significantly more than ‘My Stuff’ and ‘Travelers’, and

the 'Some of Everything' cluster browsed online more than the 'Travelers'. Additionally, 'Non-Browsers' went online to make purchases (inter3) at a significantly lower rate than all the other clusters, while 'Media Mavens' made more online purchases than 'My Stuff', 'Some of Everything', and the 'Technos'.

Table 36. Visit Internet Use Items: Post Hoc Results

Dependent Variable	(I) Ward Method_Cluster Solution	(J) Ward Method_Visit Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.
About how long have you been using the Internet? (interl)	My Stuff	Some of Everything	-0.136	0.130	0.296
		Non-Browsers	0.090	0.149	0.545
		Technos	-0.334*	0.160	0.037
		Travelers	-0.032	0.124	0.796
		Media Mavens	-0.445**	0.146	0.002
		Frequent Browsers	-0.371	0.201	0.066
	Some of Everything	My Stuff	0.136	0.130	0.296
		Non-Browsers	0.226	0.149	0.131
		Technos	-0.198	0.160	0.217
		Travelers	0.103	0.125	0.408
		Media Mavens	-0.309*	0.147	0.036
		Frequent Browsers	-0.235	0.201	0.244
	Non-Browsers	My Stuff	-0.090	0.149	0.545
		Some of Everything	-0.226	0.149	0.131
		Technos	-0.424*	0.176	0.016
		Travelers	-0.122	0.145	0.398
		Media Mavens	-0.535**	0.164	0.001
		Frequent Browsers	-0.461*	0.214	0.032
	Technos	My Stuff	0.334*	0.160	0.037
		Some of Everything	0.198	0.160	0.217
		Non-Browsers	0.424*	0.176	0.016
		Travelers	0.302	0.156	0.054
		Media Mavens	-0.111	0.174	0.525
		Frequent Browsers	-0.037	0.222	0.869
	Travelers	My Stuff	0.032	0.124	0.796
		Some of Everything	-0.103	0.125	0.408
		Non-Browsers	0.122	0.145	0.398
		Technos	-0.302	0.156	0.054
		Media Mavens	-0.412**	0.142	0.004
		Frequent Browsers	-0.338	0.198	0.088
	Media Mavens	My Stuff	0.445**	0.146	0.002
		Some of Everything	0.309*	0.147	0.036
		Non-Browsers	0.535**	0.164	0.001
		Technos	0.111	0.174	0.525
		Travelers	0.412**	0.142	0.004
		Frequent Browsers	0.074	0.212	0.728
	Frequent Browsers	My Stuff	0.371	0.201	0.066
		Some of Everything	0.235	0.201	0.244
		Non-Browsers	0.461*	0.214	0.032
		Technos	0.037	0.222	0.869
		Travelers	0.338	0.198	0.088
		Media Mavens	-0.074	0.212	0.728

Dependent Variable	(I) Ward Method_Cluster Solution	(J) Ward Method_Visit Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.
On average, how many hours per week, if any, do you use the Internet? (interu)	My Stuff	Some of Everything	0.021	0.229	0.926
		Non-Browsers	0.471	0.263	0.074
		Technos	-0.468	0.283	0.099
		Travelers	0.380	0.220	0.084
		Media Mavens	-0.549*	0.259	0.034
		Frequent Browsers	0.118	0.355	0.741
	Some of Everything	My Stuff	-0.021	0.229	0.926
		Non-Browsers	0.449	0.264	0.090
		Technos	-0.489	0.284	0.085
		Travelers	0.359	0.221	0.105
		Media Mavens	-0.570*	0.260	0.029
		Frequent Browsers	0.096	0.356	0.787
	Non-Browsers	My Stuff	-0.471	0.263	0.074
		Some of Everything	-0.449	0.264	0.090
		Technos	-0.938**	0.312	0.003
		Travelers	-0.090	0.256	0.725
		Media Mavens	-1.020**	0.290	0.000
		Frequent Browsers	-0.353	0.379	0.352
	Technos	My Stuff	0.468	0.283	0.099
		Some of Everything	0.489	0.284	0.085
		Non-Browsers	0.938	0.312	0.003
		Travelers	0.848**	0.276	0.002
		Media Mavens	-0.081	0.308	0.792
		Frequent Browsers	0.585	0.393	0.137
	Travelers	My Stuff	-0.380	0.220	0.084
		Some of Everything	-0.359	0.221	0.105
		Non-Browsers	0.090	0.256	0.725
		Technos	-0.848**	0.276	0.002
		Media Mavens	-0.929**	0.251	0.000
		Frequent Browsers	-0.263	0.350	0.454
	Media Mavens	My Stuff	0.549*	0.259	0.034
		Some of Everything	0.570*	0.260	0.029
		Non-Browsers	1.020**	0.290	0.000
		Technos	0.081	0.308	0.792
		Travelers	0.929**	0.251	0.000
		Frequent Browsers	0.667	0.376	0.077
	Frequent Browsers	My Stuff	-0.118	0.355	0.741
		Some of Everything	-0.096	0.356	0.787
		Non-Browsers	0.353	0.379	0.352
		Technos	-0.585	0.393	0.137
		Travelers	0.263	0.350	0.454
		Media Mavens	-0.667	0.376	0.077

Dependent Variable	(I) Ward Method_Visit Cluster	(J) Ward Method_Visit Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.
How often, if ever, do you go online to look for information about products or services without buying anything during that visit? (brows1)	My Stuff	Some of Everything	-0.326	0.192	0.090
		Non-Browsers	1.051**	0.220	0.000
		Technos	-0.093	0.237	0.695
		Travelers	0.167	0.184	0.363
		Media Mavens	-0.811**	0.217	0.000
		Frequent Browsers	-0.595*	0.298	0.046
	Some of Everything	My Stuff	0.326	0.192	0.090
		Non-Browsers	1.377**	0.221	0.000
		Technos	0.233	0.238	0.327
		Travelers	0.494**	0.185	0.008
		Media Mavens	-0.484*	0.218	0.027
		Frequent Browsers	-0.269	0.298	0.368
	Non-Browsers	My Stuff	-1.051**	0.220	0.000
		Some of Everything	-1.377**	0.221	0.000
		Technos	-1.144**	0.261	0.000
		Travelers	-0.884**	0.215	0.000
		Media Mavens	-1.862**	0.243	0.000
		Frequent Browsers	-1.646**	0.317	0.000
	Technos	My Stuff	0.093	0.237	0.695
		Some of Everything	-0.233	0.238	0.327
		Non-Browsers	1.144**	0.261	0.000
		Travelers	0.260	0.231	0.261
		Media Mavens	-0.718**	0.258	0.006
		Frequent Browsers	-0.502	0.329	0.128
	Travelers	My Stuff	-0.167	0.184	0.363
		Some of Everything	-0.494**	0.185	0.008
		Non-Browsers	0.884**	0.215	0.000
		Technos	-0.260	0.231	0.261
		Media Mavens	-0.978**	0.211	0.000
		Frequent Browsers	-0.763**	0.293	0.010
	Media Mavens	My Stuff	0.811**	0.217	0.000
		Some of Everything	0.484*	0.218	0.027
		Non-Browsers	1.862**	0.243	0.000
		Technos	0.718**	0.258	0.006
		Travelers	0.978**	0.211	0.000
		Frequent Browsers	0.215	0.315	0.494
	Frequent Browsers	My Stuff	0.595*	0.298	0.046
		Some of Everything	0.269	0.298	0.368
		Non-Browsers	1.646**	0.317	0.000
		Technos	0.502	0.329	0.128
		Travelers	0.763**	0.293	0.010
		Media Mavens	-0.215	0.315	0.494

Dependent Variable	(I) Ward Method_Visit Cluster Solution	(J) Ward Method_Visit Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.
How often, if ever, do you go online and make a purchase? (inter3)	My Stuff	Some of Everything	-0.007	0.144	0.963
		Non-Browsers	0.502**	0.165	0.003
		Technos	0.069	0.178	0.697
		Travelers	-0.112	0.138	0.416
		Media Mavens	-0.335*	0.163	0.040
		Frequent Browsers	-0.269	0.223	0.229
	Some of Everything	My Stuff	0.007	0.144	0.963
		Non-Browsers	0.509**	0.166	0.002
		Technos	0.076	0.178	0.671
		Travelers	-0.106	0.139	0.447
		Media Mavens	-0.328*	0.163	0.045
		Frequent Browsers	-0.262	0.224	0.242
	Non-Browsers	My Stuff	-0.502**	0.165	0.003
		Some of Everything	-0.509**	0.166	0.002
		Technos	-0.433*	0.196	0.028
		Travelers	-0.614**	0.161	0.000
		Media Mavens	-0.837*	0.182	0.000
		Frequent Browsers	-0.771*	0.238	0.001
	Technos	My Stuff	-0.069	0.178	0.697
		Some of Everything	-0.076	0.178	0.671
		Non-Browsers	0.433*	0.196	0.028
		Travelers	-0.182	0.174	0.296
		Media Mavens	-0.404*	0.194	0.038
		Frequent Browsers	-0.338	0.247	0.172
	Travelers	My Stuff	0.112	0.138	0.416
		Some of Everything	0.106	0.139	0.447
		Non-Browsers	0.614**	0.161	0.000
		Technos	0.182	0.174	0.296
		Media Mavens	-0.222	0.158	0.160
		Frequent Browsers	-0.157	0.220	0.477
	Media Mavens	My Stuff	0.335*	0.163	0.040
		Some of Everything	0.328*	0.163	0.045
		Non-Browsers	0.837**	0.182	0.000
		Technos	0.404*	0.194	0.038
		Travelers	0.222	0.158	0.160
		Frequent Browsers	0.066	0.236	0.781
	Frequent Browsers	My Stuff	0.269	0.223	0.229
		Some of Everything	0.262	0.224	0.242
		Non-Browsers	0.771**	0.238	0.001
		Technos	0.338	0.247	0.172
		Travelers	0.157	0.220	0.477
		Media Mavens	-0.066	0.236	0.781

* Significant Mean Difference (p<.05), ** (p<.01).

4.3.2. *Purchase Cluster MANOVA and ANOVAs.* The purchase MANOVA also revealed significant multivariate tests ($p < .01$). However, the Box's Test of Equality of Covariance Matrices was significant, indicating that the covariance matrices may differ. Table 37 details the multivariate tests of significance.

Table 37. Purchase Internet Use Item MANOVA Multivariate Significance

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Observed Power
Intercept	Pillai's	0.981	5444.021	4.000	425.000	0.000	0.981	1.000
	Trace							
	Wilks'	0.019	5444.021	4.000	425.000	0.000	0.981	1.000
	Lambda							
	Hotelling's	51.238	5444.021	4.000	425.000	0.000	0.981	1.000
Visit7_1	Trace							
	Roy's							
	Largest	51.238	5444.021	4.000	425.000	0.000	0.981	1.000
	Root							
Visit7_1	Pillai's	0.299	5.771	24.000	1712.000	0.000	0.075	1.000
	Trace							
	Wilks'	0.717	6.196	24.000	1483.858	0.000	0.080	1.000
	Lambda							
	Hotelling's	0.373	6.588	24.000	1694.000	0.000	0.085	1.000
Visit7_1	Trace							
	Roy's							
	Largest	0.305	21.742	6.000	428.000	0.000	0.234	1.000
	Root							

All four ANOVAs were also significant ($p < .01$) indicating that purchase clusters also differed on the frequency of Internet usage. Table 38 details the Internet use item means for all purchase clusters.

Table 38. Purchase Internet Use Item Means

Purchase Clusters	Internet Use Items			
	**About how long have you been using the Internet? (interl)	**On average, how many hours per week, if any, do you use the Internet? (interu)	**How often, if ever, do you go online to look for information about products or services without buying anything during that visit? (brows1)	**How often, if ever, do you go online and make a purchase? (inter3)
Means				
A Little Media (N=114)	5.41	4.36	4.59	2.61
Media Mavens (N=33)	5.48	4.73	5.27	3.30
My Stuff (N=53)	5.53	4.51	5.13	3.47
Travel & Entertainment (N=65)	5.17	3.60	4.15	2.75
Non-Shoppers (N=51)	4.92	3.55	4.12	2.33
Flyers (N=67)	5.00	3.61	4.13	2.33
Heavy Shoppers (N=52)	5.27	4.33	5.13	3.27
Total (N=435)	5.26	4.08	4.58	2.79

**Significant Mean Difference ($p < .01$)

A LSD post hoc test (table 39) showed that ‘Flyers’ and ‘Non-Shoppers’ had been using the Internet for a significantly shorter amount of time (interl) than the ‘Media Mavens’, ‘A Little Media’, and ‘My Stuff’ clusters, while ‘Non-Shoppers’ had also been using the Internet for a shorter period of time than ‘Heavy Shoppers’. ‘My Stuff’ had been using the Internet for a significantly longer period of time than the ‘Travel and Entertainment’ cluster. In addition, ‘A Little Media’, ‘Media Mavens’, ‘My Stuff’, and ‘Heavy Shoppers’ used the Internet more hours per week (interu) than the ‘Travel and Entertainment’, ‘Non-Shoppers’, and ‘Flyers’. The ‘Media Mavens’, ‘A Little Media’, ‘My Stuff’, and ‘Heavy Shoppers’ browsed online without making purchases (brows1) significantly more than the ‘Non-Browsers’, ‘Travel and Entertainment’, and ‘Flyers’, while ‘Heavy Shoppers’, ‘My Stuff’, and ‘Media Mavens’ also browsed online without

making purchases more than 'A Little Media'. Additionally, 'Heavy Shoppers' went online to make purchases (inter3) at a significantly higher rate than all the other clusters except the 'Media Mavens' and 'My Stuff', while 'Flyers' made significantly fewer online purchases than all other clusters, except 'Non-Shoppers'. The 'Media Mavens' and 'My Stuff' clusters also made more online purchases than 'A Little Media', 'Travel and Entertainment', 'Non-Shoppers' and 'Flyers'.

Table 39. Purchase Internet Use Items: Post Hoc Results

Dependent Variable	(I) Ward Method_Purchase Cluster Solution	(J) Ward Method_Purchase Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.
About how long have you been using the Internet? (interl)	A Little Media	Media Mavens	-0.073	0.164	0.659
		My Stuff	-0.116	0.138	0.402
		Travel & Entertainment	0.243	0.129	0.061
		Non-Shoppers	0.491**	0.140	0.001
		Flyers	0.412**	0.128	0.001
		Heavy Shoppers	0.143	0.139	0.305
	Media Mavens	A Little Media	0.073	0.164	0.659
		My Stuff	-0.043	0.184	0.814
		Travel & Entertainment	0.316	0.178	0.077
		Non-Shoppers	0.563**	0.186	0.003
		Flyers	0.485**	0.177	0.006
		Heavy Shoppers	0.216	0.185	0.245
	My Stuff	A Little Media	0.116	0.138	0.402
		Media Mavens	0.043	0.184	0.814
		Travel & Entertainment	0.359*	0.154	0.020
		Non-Shoppers	0.607**	0.163	0.000
		Flyers	0.528**	0.153	0.001
		Heavy Shoppers	0.259	0.162	0.111
	Travel & Entertainment	A Little Media	-0.243	0.129	0.061
		Media Mavens	-0.316	0.178	0.077
		My Stuff	-0.359*	0.154	0.020
		Non-Shoppers	0.248	0.156	0.112
		Flyers	0.169	0.145	0.243
		Heavy Shoppers	-0.100	0.155	0.519
	Non-Shoppers	A Little Media	-0.491**	0.140	0.001
		Media Mavens	-0.563**	0.186	0.003
		My Stuff	-0.607**	0.163	0.000
		Travel & Entertainment	-0.248	0.156	0.112
		Flyers	-0.078	0.155	0.612
		Heavy Shoppers	-0.348*	0.164	0.035
	Flyers	A Little Media	-0.412**	0.128	0.001
		Media Mavens	-0.485**	0.177	0.006
		My Stuff	-0.528**	0.153	0.001
		Travel & Entertainment	-0.169	0.145	0.243
		Non-Shoppers	0.078	0.155	0.612
		Heavy Shoppers	-0.269	0.154	0.081
	Heavy Shoppers	A Little Media	-0.143	0.139	0.305
		Media Mavens	-0.216	0.185	0.245
		My Stuff	-0.259	0.162	0.111
		Travel & Entertainment	0.100	0.155	0.519
		Non-Shoppers	0.348*	0.164	0.035
		Flyers	0.269	0.154	0.081

Dependent Variable	(I) Ward Method_Purchase Cluster Solution	(J) Ward Method_Purchase Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.
On average, how many hours per week, if any, do you use the Internet? (interu)	A Little Media	Media Mavens	-0.368	0.289	0.204
		My Stuff	-0.150	0.243	0.538
		Travel & Entertainment	0.760**	0.227	0.001
		Non-Shoppers	0.811**	0.246	0.001
		Flyers	0.748**	0.225	0.001
		Heavy Shoppers	0.033	0.245	0.894
	Media Mavens	A Little Media	0.368	0.289	0.204
		My Stuff	0.218	0.324	0.502
		Travel & Entertainment	1.127**	0.313	0.000
		Non-Shoppers	1.178**	0.327	0.000
		Flyers	1.115**	0.311	0.000
		Heavy Shoppers	0.400	0.326	0.219
	My Stuff	A Little Media	0.150	0.243	0.538
		Media Mavens	-0.218	0.324	0.502
		Travel & Entertainment	0.909**	0.271	0.001
		Non-Shoppers	0.960**	0.287	0.001
		Flyers	0.897**	0.269	0.001
		Heavy Shoppers	0.183	0.285	0.523
	Travel & Entertainment	A Little Media	-0.760**	0.227	0.001
		Media Mavens	-1.127**	0.313	0.000
		My Stuff	-0.909**	0.271	0.001
		Non-Shoppers	0.051	0.274	0.852
		Flyers	-0.012	0.255	0.963
		Heavy Shoppers	-0.727**	0.272	0.008
	Non-Shoppers	A Little Media	-0.811**	0.246	0.001
		Media Mavens	-1.178**	0.327	0.000
		My Stuff	-0.960**	0.287	0.001
		Travel & Entertainment	-0.051	0.274	0.852
		Flyers	-0.063	0.272	0.817
		Heavy Shoppers	-0.778**	0.288	0.007
	Flyers	A Little Media	-0.748**	0.225	0.001
		Media Mavens	-1.115**	0.311	0.000
		My Stuff	-0.897**	0.269	0.001
		Travel & Entertainment	0.012	0.255	0.963
		Non-Shoppers	0.063	0.272	0.817
		Heavy Shoppers	-0.715**	0.270	0.008
	Heavy Shoppers	A Little Media	-0.033	0.245	0.894
		Media Mavens	-0.400	0.326	0.219
		My Stuff	-0.183	0.285	0.523
		Travel & Entertainment	0.727**	0.272	0.008
		Non-Shoppers	0.778**	0.288	0.007
		Flyers	0.715**	0.270	0.008

Dependent Variable	(I) Ward Method_Purchase Cluster Solution	(J) Ward Method_Purchase Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.
How often, if ever, do you go online to look for information about products or services without buying anything during that visit? (brows1)	A Little Media	Media Mavens	-0.685**	0.251	0.007
		My Stuff	-0.544**	0.211	0.010
		Travel & Entertainment	0.434*	0.197	0.028
		Non-Shoppers	0.470*	0.214	0.028
		Flyers	0.453*	0.195	0.021
		Heavy Shoppers	-0.547**	0.212	0.010
	Media Mavens	A Little Media	0.685**	0.251	0.007
		My Stuff	0.141	0.282	0.618
		Travel & Entertainment	1.119**	0.271	0.000
		Non-Shoppers	1.155**	0.284	0.000
		Flyers	1.138**	0.270	0.000
		Heavy Shoppers	0.138	0.283	0.625
	My Stuff	A Little Media	0.544*	0.211	0.010
		Media Mavens	-0.141	0.282	0.618
		Travel & Entertainment	0.978**	0.235	0.000
		Non-Shoppers	1.014**	0.249	0.000
		Flyers	0.998**	0.233	0.000
		Heavy Shoppers	-0.003	0.248	0.992
	Travel & Entertainment	A Little Media	-0.434*	0.197	0.028
		Media Mavens	-1.119**	0.271	0.000
		My Stuff	-0.978**	0.235	0.000
		Non-Shoppers	0.036	0.237	0.879
		Flyers	0.020	0.221	0.930
		Heavy Shoppers	-0.981**	0.236	0.000
	Non-Shoppers	A Little Media	-0.470*	0.214	0.028
		Media Mavens	-1.155**	0.284	0.000
		My Stuff	-1.014**	0.249	0.000
		Travel & Entertainment	-0.036	0.237	0.879
		Flyers	-0.017	0.236	0.944
		Heavy Shoppers	-1.017**	0.250	0.000
	Flyers	A Little Media	-0.453*	0.195	0.021
		Media Mavens	-1.138**	0.270	0.000
		My Stuff	-0.998**	0.233	0.000
		Travel & Entertainment	-0.020	0.221	0.930
		Non-Shoppers	0.017	0.236	0.944
		Heavy Shoppers	-1.000**	0.235	0.000
	Heavy Shoppers	A Little Media	0.547**	0.212	0.010
		Media Mavens	-0.138	0.283	0.625
		My Stuff	0.003	0.248	0.992
		Travel & Entertainment	0.981**	0.236	0.000
		Non-Shoppers	1.017**	0.250	0.000
		Flyers	1.000**	0.235	0.000

Dependent Variable	(I) Ward Method_Purchase Cluster Solution	(J) Ward Method_Purchase Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.
How often, if ever, do you go online and make a purchase? (inter3)	A Little Media	Media Mavens	-0.689**	0.171	0.000
		My Stuff	-0.858**	0.144	0.000
		Travel & Entertainment	-0.140	0.135	0.300
		Non-Shoppers	0.281	0.146	0.055
		Flyers	0.286*	0.133	0.033
		Heavy Shoppers	-0.655**	0.145	0.000
	Media Mavens	A Little Media	0.689**	0.171	0.000
		My Stuff	-0.169	0.192	0.381
		Travel & Entertainment	0.549**	0.185	0.003
		Non-Shoppers	0.970**	0.194	0.000
		Flyers	0.975**	0.184	0.000
		Heavy Shoppers	0.034	0.193	0.861
	My Stuff	A Little Media	0.858**	0.144	0.000
		Media Mavens	0.169	0.192	0.381
		Travel & Entertainment	0.718**	0.160	0.000
		Non-Shoppers	1.138**	0.170	0.000
		Flyers	1.143**	0.159	0.000
		Heavy Shoppers	0.202	0.169	0.232
	Travel & Entertainment	A Little Media	0.140	0.135	0.300
		Media Mavens	-0.549**	0.185	0.003
		My Stuff	-0.718**	0.160	0.000
		Non-Shoppers	0.421**	0.162	0.010
		Flyers	0.425**	0.151	0.005
		Heavy Shoppers	-0.515**	0.161	0.001
	Non-Shoppers	A Little Media	-0.281	0.146	0.055
		Media Mavens	-0.970**	0.194	0.000
		My Stuff	-1.138**	0.170	0.000
		Travel & Entertainment	-0.421**	0.162	0.010
		Flyers	0.005	0.161	0.975
		Heavy Shoppers	-0.936**	0.171	0.000
	Flyers	A Little Media	-0.286*	0.133	0.033
		Media Mavens	-0.975**	0.184	0.000
		My Stuff	-1.143**	0.159	0.000
		Travel & Entertainment	-0.425**	0.151	0.005
		Non-Shoppers	-0.005	0.161	0.975
		Heavy Shoppers	-0.941**	0.160	0.000
	Heavy Shoppers	A Little Media	0.655**	0.145	0.000
		Media Mavens	-0.034	0.193	0.861
		My Stuff	-0.202	0.169	0.232
		Travel & Entertainment	0.515**	0.161	0.001
		Non-Shoppers	0.936**	0.171	0.000
		Flyers	0.941**	0.160	0.000

* Significant Mean Difference (p<.05), ** (p<.01).

Research Question # 6: Do innovativeness, website presence, and vendor trust differ among clusters?

4.4. Attitudinal Measures

4.4.1. *Innovativeness.* Innovativeness was analyzed using two separate ANOVAs, visit and purchase, with the innovativeness scale as the dependent variable. Appendix J contains ANOVA tables for both visit and purchase clusters, as well as the post hoc results. In addition, table 40 identifies the means and sample sizes for both the visit and purchase clusters.

Table 40. Visit and Purchase Clusters: Innovativeness Means and Sample Sizes

Innovativeness					
Visit Cluster	N	Mean**	Purchase Cluster	N	Mean**
My Stuff	54	4.37	A Little Media	80	4.43
Some of Everything	49	4.64	Media Mavens	27	5.40
Non-Browsers	28	3.71	My Stuff	41	4.77
Technos	29	4.63	Travel and	41	4.30
Travelers	67	4.19	Non-Shoppers	24	3.56
Media Mavens	42	5.05	Flyers	34	4.05
Frequent Browsers	13	4.77	Heavy Shoppers	35	4.60
Total	282	4.45	Total	282	4.45

**Significant Mean Difference ($p < .01$)

The visit cluster ANOVA revealed that there were significant differences ($F_{(6,281)} = 5.876, p < .01$) between the clusters in regards to innovativeness. A post hoc (LSD) test (table 41) identified that ‘Non-Browsers’ had significantly lower scores on innovativeness than all other clusters, while ‘Travelers’ also had lower scores than ‘Some of Everything’. In addition, ‘Media Mavens’ scored significantly higher on innovativeness than ‘My Stuff’, ‘Travelers’, and the ‘Non-Browsers’.

The purchase cluster ANOVA also showed innovativeness to significantly differentiate clusters ($F_{(6,281)}=8.525$, $p<.01$). Similarly to the visit cluster solution, a post hoc (LSD) test (table 41) identified that ‘Non-Shoppers’ had significantly lower scores on innovativeness than all other clusters except ‘Flyers’, while ‘My Stuff’ had higher scores than ‘Travel and Entertainment’ and ‘Flyers’. Also, ‘Media Mavens’ scored significantly higher on innovativeness than all other clusters.

Table 41. Visit and Purchase Clusters: Innovativeness Mean Differences

Innovativeness							
Visit Cluster							
	My Stuff	Some of Everything	Non-Browsers	Technos	Travelers	Media Mavens	Frequent Browsers
My Stuff	--	--	--	--	--	--	--
Some of Everything	-0.273	--	--	--	--	--	--
Non-Browsers	0.658**	0.932**	--	--	--	--	--
Technos	-0.266	0.008	-0.924**	--	--	--	--
Travelers	0.181	0.455*	-0.477*	0.447	--	--	--
Media Mavens	-0.685**	-0.411	-1.343**	-0.419	-0.866**	--	--
Frequent Browsers	-0.403	-0.129	-1.061**	-0.137	-0.584	0.282	--
Purchase Clusters							
	A Little Media	Media Mavens	My Stuff	Travel / Entertainment	Non-Shoppers	Flyers	Heavy Shoppers
A Little Media	--	--	--	--	--	--	--
Media Mavens	-0.976**	--	--	--	--	--	--
My Stuff	-0.344	0.632*	--	--	--	--	--
Travel & Entertainment	0.124	1.100**	0.468*	--	--	--	--
Non-Shoppers	0.864**	1.840**	1.208**	0.740**	--	--	--
Flyers	0.376	1.352**	0.720**	0.252	-0.488	--	--
Heavy Shoppers	-0.178	0.798**	0.166	-0.302**	-1.042**	-0.554*	--

*Significant Mean Difference ($p < .05$), ** ($p < .01$).

4.4.2. *Presence*. A visit cluster ANOVA indicated that presence was near significance ($F_{(6,440)} = 1.989$, $p = .066$) in differentiating between visit clusters, but not statistically significant. The purchase cluster ANOVA was also non-significant in differentiating presence between clusters ($F_{(6,440)} = 1.254$, $p = .278$). Appendix K

contains the presence AVOVA tables and table 42 shows the means and sample sizes for both visit and purchase clusters.

Table 42. Visit and Purchase Clusters: Presence Means and Sample Sizes

Presence					
Visit Cluster	N	Mean	Purchase Cluster	N	Mean
My Stuff	86	3.46	A Little Media	115	3.43
Some of Everything	84	3.70	Media Mavens	33	3.44
Non-Browsers	53	3.88	My Stuff	54	3.41
Technos	41	3.36	Travel and Entertainment	67	3.56
Travelers	99	3.38	Non-Shoppers	52	3.97
Media Mavens	55	3.78	Flyers	67	3.64
Frequent Browsers	23	3.09	Heavy Shoppers	53	3.46
Total	441	3.55	Total	441	3.55

4.4.3. *Trust*. A MANOVA was conducted with the four trust sub-scales; trust-benevolence, trust-integrity, trust- ability, and trust-predictability as the dependent variables for both visit and purchase cluster solutions. The multivariate significance test (table 43) for the visit cluster solution revealed that only the Roy's Largest Root was significant ($p = .009$). However, the Box's M was not significant in this analysis.

Table 43. Visit Trust Scales MANOVA Multivariate Significance

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Observed Power
Intercept	Pillai's	0.945	636.876	4.000	149.000	0.000	0.945	1.000
	Trace							
	Wilks'	0.055	636.876	4.000	149.000	0.000	0.945	1.000
	Lambda							
	Hotelling's	17.097	636.876	4.000	149.000	0.000	0.945	1.000
	Trace							
Visit7_1	Roy's							
	Largest	17.097	636.876	4.000	149.000	0.000	0.945	1.000
	Root							
	Pillai's	0.149	0.978	24.000	608.000	0.494	0.037	0.807
	Trace							
	Wilks'	0.856	0.987	24.000	521.009	0.482	0.038	0.732
Visit7_2	Lambda							
	Hotelling's	0.162	0.995	24.000	590.000	0.471	0.039	0.815
	Trace							
	Roy's							
	Largest	0.118	2.998	6.000	152.000	0.009	0.106	0.897
	Root							

The visit cluster ANOVA results also revealed that only the trust-predictability sub-scale was significant ($F_{(6,152)} = 2.471, p = .026$). The means and sample sizes are contained in table 44 for the visit cluster solution.

Table 44. Visit Cluster: Trust Scales Means and Sample Sizes

Trust Scale Means								
Scales	My Stuff N=32	Some of Every- thing N=35	Non- Browsers N=25	Technos N=12	Travelers N=32	Media Mavens N=13	Frequent Browsers N=10	Total N=15
Trust-Integrity								
Means	4.38	4.50	4.38	4.58	4.38	4.75	4.18	4.44
Trust-Benevolence								
Means	3.99	4.16	3.86	4.06	3.80	3.94	3.68	3.95
Trust-Ability								
Means	4.63	4.91	4.53	4.65	4.51	4.94	4.70	4.68
*Trust-Predictability								
Means	4.59	4.69	3.82	4.25	4.31	5.27	4.05	4.43

*Significant Mean Difference ($p < .05$)

A post hoc test (LSD) (table 45) showed that the ‘Media Mavens’ rated the importance of trust-predictability significantly higher than all clusters except ‘My Stuff’ and ‘Some of Everything’. ‘Non-Browsers’ also rated the importance of trust-predictability significantly lower than ‘My Stuff’ and ‘Some of Everything’. Appendix L details the MANOVA, ANOVA, and LSD post hoc results for all trust sub-scales.

Table 45. Visit: Post Hoc Results for Trust-Predictability Scale

Dependent Variable	(I) Ward Method_Visit Cluster Solution	(J) Ward Method_Visit Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.
Trust-Predictability	My Stuff	Some of Everything	-0.092	0.310	0.767
		Non-Browsers	0.774*	0.339	0.024
		Technos	0.344	0.430	0.425
		Travelers	0.281	0.317	0.377
		Media Mavens	-0.675	0.417	0.108
		Frequent Browsers	0.544	0.460	0.239
	Some of Everything	My Stuff	0.092	0.310	0.767
		Non-Browsers	0.866**	0.332	0.010
		Technos	0.436	0.425	0.306
		Travelers	0.373	0.310	0.231
		Media Mavens	-0.584	0.412	0.159
		Frequent Browsers	0.636	0.455	0.164
	Non-Browsers	My Stuff	-0.774*	0.339	0.024
		Some of Everything	-0.866**	0.332	0.010
		Technos	-0.430	0.446	0.336
		Travelers	-0.493	0.339	0.148
		Media Mavens	-1.449**	0.434	0.001
		Frequent Browsers	-0.230	0.475	0.629
	Technos	My Stuff	-0.344	0.430	0.425
		Some of Everything	-0.436	0.425	0.306
		Non-Browsers	0.430	0.446	0.336
		Travelers	-0.063	0.430	0.885
		Media Mavens	-1.019*	0.508	0.047
		Frequent Browsers	0.200	0.543	0.713
	Travelers	My Stuff	-0.281	0.317	0.377
		Some of Everything	-0.373	0.310	0.231
		Non-Browsers	0.493	0.339	0.148
		Technos	0.063	0.430	0.885
		Media Mavens	-0.957*	0.417	0.023
		Frequent Browsers	0.263	0.460	0.569
	Media Mavens	My Stuff	0.675	0.417	0.108
		Some of Everything	0.584	0.412	0.159
		Non-Browsers	1.449**	0.434	0.001
		Technos	1.019*	0.508	0.047
		Travelers	0.957*	0.417	0.023
		Frequent Browsers	1.219*	0.534	0.024
	Frequent Browsers	My Stuff	-0.544	0.460	0.239
		Some of Everything	-0.636	0.455	0.164
		Non-Browsers	0.230	0.475	0.629
		Technos	-0.200	0.543	0.713
		Travelers	-0.263	0.460	0.569
		Media Mavens	-1.219*	0.534	0.024

* Significant Mean Differences (p<.05), ** (p<.01).

The purchase cluster MANOVA revealed that the multivariate tests (table 46) were significant, with all four containing $p < .01$. However, the Box's M was again significant, $p = .007$.

Table 46. Purchase: Trust Scales MANOVA Multivariate Significance

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Observed Power
Intercept	Pillai's	0.946	652.570	4.000	149.000	0.000	0.946	1.000
	Trace							
	Wilks'	0.054	652.570	4.000	149.000	0.000	0.946	1.000
	Lambda							
	Hotelling's	17.519	652.570	4.000	149.000	0.000	0.946	1.000
Visit7_1	Trace							
	Roy's							
	Largest	17.519	652.570	4.000	149.000	0.000	0.946	1.000
	Root							
	Pillai's	0.295	2.020	24.000	608.000	0.003	0.074	0.996
Visit7_1	Trace							
	Wilks'	0.729	2.059	24.000	521.009	0.002	0.076	0.988
	Lambda							
	Hotelling's	0.339	2.085	24.000	590.000	0.002	0.078	0.997
	Trace							
Visit7_1	Roy's							
	Largest	0.197	4.988	6.000	152.000	0.000	0.165	0.991
	Root							

In addition, the ANOVA showed that the trust-predictability sub-scale was significant in regards to purchase clusters ($F_{(6,152)} = 3.738$, $p = .002$), as well as the trust-integrity sub-scale ($F_{(6,152)} = 2.694$, $p = .016$). Table 47 contains the scale means and sample sizes for the purchase clusters.

Table 47. Purchase Cluster: Trust Scales Means and Sample Sizes

Trust Scale Means								
Scales	A Little Media N=35	Media Mavens N=6	My Stuff N=13	Travel & Entertainment N=26	Non-Shoppers N=28	Flyers N=33	Heavy Shoppers N=18	Total N=159
*Trust-Integrity								
Means	4.35	5.63	4.73	4.01	4.10	4.76	4.56	4.44
Trust-Benevolence								
Means	3.85	4.17	4.48	3.64	3.79	4.08	4.15	3.95
Trust-Ability								
Means	4.50	5.42	4.94	4.45	4.42	4.94	4.86	4.68
**Trust-Predictability								
Means	4.34	6.00	4.92	4.73	3.79	4.23	4.67	4.43

*Significant Mean Difference ($p < .05$), ** ($p < .01$).

An LSD post hoc (table 48) showed that the ‘Non-Shoppers’ rated the importance of trust-predictability significantly lower than all clusters except ‘A Little Media’ and ‘Flyers’. ‘Media Mavens’ rated the importance of trust-predictability significantly higher than all other clusters, except ‘My Stuff’. In addition, findings reveal that the ‘Media Mavens’ rated the importance of trust-integrity significantly higher than all other clusters, except ‘My Stuff’ and ‘Flyers’. ‘Flyers’ also rated the importance of trust-integrity significantly higher than ‘Travel and Entertainment’ and ‘Non-Shoppers’. Appendix L details the all of the purchase trust scale MANOVA, ANOVA, and post hoc results.

Table 48. Purchase: Post Hoc Results for Trust-Predictability & Integrity Scales

Dependent Variable	Method_Purchase Cluster Solution	Method_Purchase Cluster Solution	Mean Difference	Std. Error	Sig.
Trust-Predictability	A Little Media	Media Mavens	-1.657**	0.548	0.003
		My Stuff	-0.580	0.403	0.152
		Travel & Entertainment	-0.388	0.321	0.229
		Non-Shoppers	0.557	0.315	0.079
		Flyers	0.116	0.301	0.702
		Heavy Shoppers	-0.324	0.360	0.370
	Media Mavens	A Little Media	1.657**	0.548	0.003
		My Stuff	1.077	0.613	0.081
		Travel & Entertainment	1.269*	0.562	0.025
		Non-Shoppers	2.214**	0.558	0.000
		Flyers	1.773**	0.551	0.002
		Heavy Shoppers	1.333*	0.585	0.024
	My Stuff	A Little Media	0.580	0.403	0.152
		Media Mavens	-1.077	0.613	0.081
		Travel & Entertainment	0.192	0.422	0.649
		Non-Shoppers	1.137**	0.417	0.007
		Flyers	0.696	0.406	0.089
		Heavy Shoppers	0.256	0.452	0.571
	Travel & Entertainment	A Little Media	0.388	0.321	0.229
		Media Mavens	-1.269*	0.562	0.025
		My Stuff	-0.192	0.422	0.649
		Non-Shoppers	0.945**	0.338	0.006
		Flyers	0.503	0.325	0.124
		Heavy Shoppers	0.064	0.381	0.866
	Non-Shoppers	A Little Media	-0.557	0.315	0.079
		Media Mavens	-2.214**	0.558	0.000
		My Stuff	-1.137**	0.417	0.007
		Travel & Entertainment	-0.945**	0.338	0.006
		Flyers	-0.442	0.319	0.168
		Heavy Shoppers	-0.881*	0.375	0.020
	Flyers	A Little Media	-0.116	0.301	0.702
		Media Mavens	-1.773**	0.551	0.002
		My Stuff	-0.696	0.406	0.089
		Travel & Entertainment	-0.503	0.325	0.124
		Non-Shoppers	0.442	0.319	0.168
		Heavy Shoppers	-0.439	0.364	0.229
	Heavy Shoppers	A Little Media	0.324	0.360	0.370
		Media Mavens	-1.333*	0.585	0.024
		My Stuff	-0.256	0.452	0.571
		Travel & Entertainment	-0.064	0.381	0.866
		Non-Shoppers	0.881*	0.375	0.020
		Flyers	0.439	0.364	0.229

Dependent Variable	Method_Purchase Cluster Solution	Method_Purchase Cluster Solution	Mean Difference	Std. Error	Sig.
Trust-Integrity	A Little Media	Media Mavens	-1.270*	0.509	0.014
		My Stuff	-0.376	0.374	0.317
		Travel & Entertainment	0.345	0.299	0.249
		Non-Shoppers	0.257	0.292	0.382
		Flyers	-0.405	0.280	0.149
		Heavy Shoppers	-0.201	0.334	0.549
	Media Mavens	A Little Media	1.270*	0.509	0.014
		My Stuff	0.894	0.569	0.118
		Travel & Entertainment	1.615**	0.522	0.002
		Non-Shoppers	1.527**	0.519	0.004
		Flyers	0.865	0.512	0.093
		Heavy Shoppers	1.069	0.544	0.051
	My Stuff	A Little Media	0.376	0.374	0.317
		Media Mavens	-0.894	0.569	0.118
		Travel & Entertainment	0.721	0.392	0.068
		Non-Shoppers	0.633	0.387	0.104
		Flyers	-0.029	0.378	0.938
		Heavy Shoppers	0.175	0.420	0.677
	Travel & Entertainment	A Little Media	-0.345	0.299	0.249
		Media Mavens	-1.615**	0.522	0.002
		My Stuff	-0.721	0.392	0.068
		Non-Shoppers	-0.089	0.314	0.778
		Flyers	-0.750*	0.302	0.014
		Heavy Shoppers	-0.546	0.354	0.125
	Non-Shoppers	A Little Media	-0.257	0.292	0.382
		Media Mavens	-1.527**	0.519	0.004
		My Stuff	-0.633	0.387	0.104
		Travel & Entertainment	0.089	0.314	0.778
		Flyers	-0.662*	0.296	0.027
		Heavy Shoppers	-0.457	0.348	0.191
	Flyers	A Little Media	0.405	0.280	0.149
		Media Mavens	-0.865	0.512	0.093
		My Stuff	0.029	0.378	0.938
		Travel & Entertainment	0.750*	0.302	0.014
		Non-Shoppers	0.662*	0.296	0.027
		Heavy Shoppers	0.205	0.338	0.546
	Heavy Shoppers	A Little Media	0.201	0.334	0.549
		Media Mavens	-1.069	0.544	0.051
		My Stuff	-0.175	0.420	0.677
		Travel & Entertainment	0.546	0.354	0.125
		Non-Shoppers	0.457	0.348	0.191
		Flyers	-0.205	0.338	0.546

*Significant Mean Difference (p<.05), ** (p<.01).

Research Question # 7: Are there demographic differences between the visit and purchase clusters?

4.5. Demographics

Visit and purchase ANOVAs were analyzed for the following demographic items:

Items	Response Categories
How old are you (in years)? (age)	Open Ended
Please indicate which of the following categories best represents your annual household income before taxes (income)	(1) \$10,000 or less, (2) \$10,001 to \$20,000, (3) \$20,001 to \$30,000, (4) \$30,001 to \$40,000, (5) \$40,001 to \$50,000, (6) \$50,001 to \$75,000, (7) \$75,001 to \$100,000, and (8) more than \$100,000
How many people live in your household, including yourself (please enter the number)? (household size).	Open Ended

Appendix M contains the ANOVA and post hoc tables for both visit and purchase clusters. The visit demographic ANOVAs indicated that age was significant ($F_{(6, 430)} = 2.292, p = .034$), while income and household size were not significant. Table 49 shows the means and sample sizes of items for the visit clusters.

Table 49. Visit Clusters: Demographic Means and Sample Sizes

Visit Clusters	Demographic Items					
	Age*		Income		Household Size	
	N	M	N	M	N	M
My Stuff	86	29.09	85	4.44	86	2.71
Some of Everything	84	33.88	82	5.04	83	2.76
Non-Browsers	53	34.42	51	5.02	53	2.92
Technos	40	35.35	39	5.08	40	2.75
Travelers	97	34.96	97	5.40	99	2.94
Media Mavens	54	33.17	53	5.11	54	2.94
Frequent Browsers	23	33.39	22	4.95	23	2.91
Total	437	33.26	429	5.01	438	2.84

*Significant Mean Difference ($p < .05$)

An LSD post hoc (table 50) test indicated that ‘My Stuff’ individuals were significantly younger than all other clusters, except for the ‘Media Mavens’ and ‘Frequent Browsers’.

Table 50. Visit Cluster: Age Mean Differences

Age							
	My Stuff	Some of Everything	Non-Browsers	Technos	Travelers	Media Mavens	Frequent Browsers
My Stuff	--	--	--	--	--	--	--
Some of Everything	-4.788*	--	--	--	--	--	--
Non-Browsers	-5.322*	-0.534	--	--	--	--	--
Technos	-6.257**	-1.469	-0.935	--	--	--	--
Travelers	-5.866**	-1.078	-0.544	0.391	--	--	--
Media Mavens	-4.074	0.714	1.248	2.183	1.792	--	--
Frequent Browsers	-4.298	0.490	1.024	1.959	1.567	-0.225	--

*Significant Mean Differences ($p < .05$), ** ($p < .01$).

In contrast, age ($F_{(6, 430)} = 2.600$, $p = .017$), income ($F_{(6, 422)} = 2.803$, $p = .011$), and household size ($F_{(6, 431)} = 2.724$, $p = .013$) were all significant among the purchase cluster solution. Table 51 shows the means and sample sizes for age, income, and household size in the purchase clusters.

Table 51. Purchase Clusters: Demographic Means and Sample Sizes

Purchase Clusters	Demographic Items					
	Age*		Income*		Household Size*	
	N	M	N	M	N	M
A Little Media	113	34.09	111	4.87	113	2.97
Media Mavens	33	35.39	33	5.09	33	2.97
My Stuff	53	31.96	54	4.89	54	2.43
Travel and	66	32.77	66	4.85	67	2.45
Non-Shoppers	52	30.54	52	4.37	51	3.31
Flyers	67	30.73	64	5.33	67	2.96
Heavy Shoppers	53	37.96	49	5.86	53	2.79
Total	437	33.26	429	5.01	438	2.84

*Significant Mean Differences ($p < .05$)

Post hocs (LSD) indicated that ‘Heavy Shoppers’ had a higher mean income than all other clusters except for the ‘Media Mavens’ and ‘Flyers’. ‘Flyers’ also had a higher mean income than ‘Non-Shoppers’. ‘Heavy Shoppers’ were significantly older than all other clusters except ‘Media Mavens’ and ‘A Little Media’. While, ‘Non-Shoppers’, ‘Flyers’, and ‘A Little Media’ had significantly larger household sizes than the ‘My Stuff’ and ‘Travel and Entertainment’ clusters. Table 52 identifies the mean differences in demographics for the purchase clusters.

Table 52. Purchase Clusters: Age, Income, and Household Size Mean Differences

Age							
	A Little Media	Media Mavens	My Stuff	Travel / Entertainment	Non-Shoppers	Flyers	Heavy Shoppers
A Little Media	--	--	--	--	--	--	--
Media Mavens	-1.305	--	--	--	--	--	--
My Stuff	2.126	3.432	--	--	--	--	--
Travel & Entertainment	1.316	2.621	-0.810	--	--	--	--
Non-Shoppers	3.550	4.855	1.424	2.234	--	--	--
Flyers	3.357	4.663	1.231	2.041	-0.193	--	--
Heavy Shoppers	-3.874	-2.568	-6.000*	-5.190*	-7.424**	-7.231**	--
Income							
	A Little Media	Media Mavens	My Stuff	Travel / Entertainment	Non-Shoppers	Flyers	Heavy Shoppers
A Little Media	--	--	--	--	--	--	--
Media Mavens	-0.217	--	--	--	--	--	--
My Stuff	-0.015	0.202	--	--	--	--	--
Travel & Entertainment	0.025	0.242	0.040	--	--	--	--
Non-Shoppers	0.508	0.726	0.524	0.483	--	--	--
Flyers	-0.454	-0.237	-0.439	-0.480	-0.963*	--	--
Heavy Shoppers	-0.983**	-0.766	-0.968*	-1.009**	-1.492**	-0.529	--

Household Size							
	A Little Media	Media Mavens	My Stuff	Travel / Entertainment	Non-Shoppers	Flyers	Heavy Shoppers
A Little Media	--	--	--	--	--	--	--
Media Mavens	0.004	--	--	--	--	--	--
My Stuff	0.548*	0.544	--	--	--	--	--
Travel & Entertainment	0.526*	0.522	-0.022	--	--	--	--
Non-Shoppers	-0.340	-0.344	-0.888**	-0.866**	--	--	--
Flyers	0.018	0.014	-0.529*	-0.507*	0.359	--	--
Heavy Shoppers	0.181	0.177	-0.367	-0.345	0.521	0.163	--

*Significant Mean Differences (p<.05), ** (p<.01).

4.5.1. *Dichotomous variables.* Chi-square analyses and cross tabulation tables were conducted to identify cluster differences for each the following dichotomous variables: gender, marital status (married vs. not married), employment (full-time vs. non full-time employment), and education (college vs. non college graduate). Appendix N contains Chi-square tables and crosstabs for all dichotomous variables. The analyses revealed significant differences among the visit clusters for gender ($\chi^2 = 36.088$, $p < .01$), employment ($\chi^2 = 15.590$, $p = .016$), and marital status ($\chi^2 = 13.119$, $p = .041$). Since the sample was comprised of primarily women, all clusters except for the ‘Technos’ contained a higher percentage of women. However, ‘Media Mavens’, ‘Technos’, and ‘Travelers’ had the highest total percentage of males for the visit cluster solution. In addition, all clusters were comprised of unmarried individuals, except for the ‘Travelers’ with the highest total percentage. While individuals who were employed full time made up the majority of the ‘Travelers’, ‘Media Mavens’, and ‘Frequent Browsers’, ‘Technos’

primarily did not have full time employment. Table 53 displays the cross tabulations for the significant variables for the visit cluster solution.

Table 53. Visit Clusters: Dichotomous Demographic Cross Tabulations.

Visit Cluster Solution		Gender			Marital Status		
		Female	Male	Total	Not Married	Married	Total
My Stuff	Count	71	15	86	61	25	86
	% Visit	82.6%	17.4%	100.0%	70.9%	29.1%	100.0%
	% Total	16.2%	3.4%	19.6%	13.9%	5.7%	19.5%
Some of Everything	Count	56	27	83	54	30	84
	% Visit	67.5%	32.5%	100.0%	64.3%	35.7%	100.0%
	% Total	12.8%	6.2%	18.9%	12.3%	6.8%	19.1%
Non-Browsers	Count	40	13	53	33	20	53
	% Visit	75.5%	24.5%	100.0%	62.3%	37.7%	100.0%
	% Total	9.1%	3.0%	12.1%	7.5%	4.5%	12.0%
Technos	Count	14	27	41	23	18	41
	% Visit	34.1%	65.9%	100.0%	56.1%	43.9%	100.0%
	% Total	3.2%	6.2%	9.3%	5.2%	4.1%	9.3%
Travelers	Count	70	28	98	46	52	98
	% Visit	71.4%	28.6%	100.0%	46.9%	53.1%	100.0%
	% Total	15.9%	6.4%	22.3%	10.5%	11.8%	22.3%
Media Mavens	Count	31	24	55	30	25	55
	% Visit	56.4%	43.6%	100.0%	54.5%	45.5%	100.0%
	% Total	7.1%	5.5%	12.5%	6.8%	5.7%	12.5%
Frequent Browsers	Count	13	10	23	15	8	23
	% Visit	56.5%	43.5%	100.0%	65.2%	34.8%	100.0%
	% Total	3.0%	2.3%	5.2%	3.4%	1.8%	5.2%
Total	Count	295	144	439	262	178	440
	% Total	67.2%	32.8%	100.0%	59.5%	40.5%	100.0%

Visit Cluster Solution		Employment (full time)		
		Not Employed Full Time	Employed Full Time	Total
My Stuff	Count	47	39	86
	% Visit	54.7%	45.3%	100.0%
	% Total	10.7%	8.9%	19.6%
Some of Everything	Count	38	46	84
	% Visit	45.2%	54.8%	100.0%
	% Total	8.7%	10.5%	19.1%
Non- Browsers	Count	24	29	53
	% Visit	45.3%	54.7%	100.0%
	% Total	5.5%	6.6%	12.1%
Technos	Count	26	15	41
	% Visit	63.4%	36.6%	100.0%
	% Total	5.9%	3.4%	9.3%
Travelers	Count	33	64	97
	% Visit	34.0%	66.0%	100.0%
	% Total	7.5%	14.6%	22.1%
Media Mavens	Count	21	34	55
	% Visit	38.2%	61.8%	100.0%
	% Total	4.8%	7.7%	12.5%
Frequent Browsers	Count	8	15	23
	% Visit	34.8%	65.2%	100.0%
	% Total	1.8%	3.4%	5.2%
Total	Count	197	242	439
	% Total	44.9%	55.1%	100.0%

In contrast, only gender ($\chi^2 = 44.498$, $p < .01$) and education ($\chi^2 = 21.085$, $p = .002$) were significant in the purchase cluster solution (table 54). ‘Media Mavens’ were the only purchase cluster composed of more men than women. Also, ‘A Little Media’ and ‘Heavy Shoppers’ both contained approximately similar amounts of males and females, with a little over 50% still being female. In addition, all clusters except for the ‘Travel & Entertainment’, ‘Non-Shoppers’, and ‘Flyers’ were primarily college graduates.

Table 54. Purchase Clusters: Dichotomous Demographic Cross Tabulations

Purchase Cluster Solution		Gender			Education		
		Female	Male	Total	Not College Graduate	College Graduate	Total
A Little Media	Count	61	54	115	45	70	115
	% Visit	53.0%	47.0%	100.0%	39.1%	60.9%	100.0%
	% Total	13.9%	12.3%	26.2%	10.3%	15.9%	26.2%
Media Mavens	Count	13	20	33	15	18	33
	% Visit	39.4%	60.6%	100.0%	45.5%	54.5%	100.0%
	% Total	3.0%	4.6%	7.5%	3.4%	4.1%	7.5%
My Stuff	Count	45	9	54	19	35	54
	% Visit	83.3%	16.7%	100.0%	35.2%	64.8%	100.0%
	% Total	10.3%	2.1%	12.3%	4.3%	8.0%	12.3%
Travel & Entertainment	Count	53	14	67	34	33	67
	% Visit	79.1%	20.9%	100.0%	50.7%	49.3%	100.0%
	% Total	12.1%	3.2%	15.3%	7.7%	7.5%	15.3%
Non-Shoppers	Count	43	9	52	36	16	52
	% Visit	82.7%	17.3%	100.0%	69.2%	30.8%	100.0%
	% Total	9.8%	2.1%	11.8%	8.2%	3.6%	11.8%
Flyers	Count	51	15	66	38	28	66
	% Visit	77.3%	22.7%	100.0%	57.6%	42.4%	100.0%
	% Total	11.6%	3.4%	15.0%	8.7%	6.4%	15.0%
Heavy Shoppers	Count	29	23	52	20	32	52
	% Visit	55.8%	44.2%	100.0%	38.5%	61.5%	100.0%
	% Total	6.6%	5.2%	11.8%	4.6%	7.3%	11.8%
Total	Count	295	144	439	207	232	439
	% Total	67.2%	32.8%	100.0%	47.2%	52.8%	100.0%

4.6. Discriminant Analysis

A stepwise discriminant analysis was conducted in order to determine which variables were uniquely significant in predicting both the visit and purchase cluster solutions, but it was concluded that the assumptions were not met and determined to be not suitable for interpretation. However, the results of the discriminant analyses are available under separate cover.

CHAPTER V

DISCUSSION

This study was designed to explore any differences between clustering individuals based on product categories visited and purchased. Clustering based on website visit and purchase patterns for specific product categories is a rather unexplored concept.

Research generally clusters individuals based on broad purchase frequencies, on attitudes, as well as on other variables. Therefore, this study contributes a unique perspective on how to cluster individuals in online shopping research. In particular, this method of clustering can provide information that is essential to marketing products online and improving websites. By understanding the differences between individuals' search and purchase habits, marketers can tailor websites to attract consumers that are more likely to purchase their products.

In addition, understanding the differences between visit and purchase clusters can lead to enhanced positioning strategies that can be adapted based on the type of product or service. For example, marketers may be able to develop improved website features

based on the amount their websites are browsed strictly for gaining information or for making purchases.

Research Question # 1: Can online shoppers be readily grouped into clusters based on their patterns of multi-category shopping?

5.1. Cluster Profiles

A seven cluster solution was identified for both online visit and purchase categories. The PermuCluster 1.0 program was utilized in order to attempt to increase cluster stability. However, cross-tabulations indicated that at least some membership in stability remains in both cluster solutions.

5.1.1. Visit Cluster Solution Profiles. The first visit cluster was identified as the ‘My Stuff’ cluster. It contained 86 individuals and made up 19.5% of the total 441 sample. People in this cluster primarily visited websites for clothing/accessories, books/magazines, and entertainment related products. They rarely visited websites for any other product categories. About half of these individuals were not married. These individuals were also younger than almost all the other visit clusters.

The ‘Some of Everything’ cluster was comprised of 84 individuals, with 19% of the total sample. These individuals identified themselves as “sometimes” visiting all or most product categories as a similar rate. Over half, about 55%, of this cluster contained people with full time employment. These individuals generally rated their attitudes and preferences about websites in the middle of the other clusters.

The 'Non-Browsers' cluster contained 53 individuals, with 12% of the total sample. 'Non-Browsers' rarely visited websites for any of the product categories. About three-fourths of this cluster was female, with over half of them employed full time and unmarried. These individuals valued the importance of Reliable, Cheap, and Easy Websites less than almost all the other clusters. In addition to rarely browsing the Internet, they made the least amount of online purchases. The 'Non-Browsers' were also less innovative than all other visit clusters and found trust-predictability to be less important than about half of the other clusters.

The 'Technos', containing only 41 individuals, made up only 9.3% of the total sample. These people most frequently visited websites about consumer electronics and computer hardware or software. This was the only visit cluster comprised of more males than females, with over 65% male. Just over half of the individuals in this cluster were not married and not employed full time. Similarly to the 'Some of Everything' individuals, the 'Technos' ratings on most of the variables tested generally ranged in the middle of the clusters.

'Travelers' were the largest visit cluster containing 99 people, accounting for 22.4% of the sample. These individuals visited travel transportation and travel destination websites on a regular basis. 'Travelers' were mostly (66%) full time employed individuals. They rated Reliable, Cheap, and Easy Websites as being very important, in particular easy to understand and use return policies.

The 'Media Mavens', with 55 individuals, made up 12.5% of the sample. This cluster regularly visited media related websites, such as consumer electronics,

books/magazines, entertainment, and computer hardware/software product categories. The 'Media Mavens' were also mostly individuals with almost 62%, full time employment. They identified Reliable, Cheap, and Easy Websites as more important than almost all other clusters. Also, these individuals browsed online and made more purchases than most other clusters. They were more innovative than about half of the other clusters, and felt that trust-predictability was more important than almost all other clusters.

Lastly, the 'Frequent Browsers' were the smallest cluster with only 5.2% and 23 individuals. This cluster contained individuals who identified themselves as regularly visiting all or most of the product categories at a similar rate. 'Frequent Browsers' were comprised of just over half unmarried women with full time employment. These individuals had a higher frequency of online browsing than most other clusters.

5.1.2. Purchase Cluster Solution Profiles. The first purchase cluster was the 'A Little Media' group. These individuals were the largest purchase cluster, making up 26.1% ($N=115$) of the sample. They were individuals who mainly purchased consumer electronics, entertainment products, and books/magazines, but at a low rate. All other products were almost never purchased by these individuals. This cluster contained mostly (61%) college graduates, with a fairly equal amount of males and females. These individuals also rated Reliable, Quick, and Easy Websites less important than about half of the clusters. In addition, they used the Internet, including browsing online without making purchases, more than about half of the other clusters.

The 'Media Mavens' were similar to the 'A Little Media' cluster. However, they made more frequent purchases of consumer electronics, entertainment products, and books/magazines, and computer hardware/software than the previous cluster. They purchased these products at almost a regular frequency. This cluster contained more males (61%) with a fairly equal amount of college and non-college graduates. 'Media Mavens' were the only purchase cluster to contain more males than females. However, this was also the smallest purchase cluster, containing more older individuals. They were the second oldest purchase cluster, with a mean age of 35. 'Media Mavens' also browsed online and made purchases more than almost all other purchase clusters. In addition, they were the most innovative purchase cluster and identified trust-predictability as more important than almost all other clusters.

The third purchase cluster was the 'My Stuff' group. This cluster was similar to the visit 'My Stuff' cluster. They purchased mainly products consisting of clothing/accessories, books/magazines, entertainment, and rarely purchased any other products. These individuals were mostly college graduates (65%), with the smallest mean household size for the purchase solution. They also used the Internet, purchased products online, and valued vendor guarantees regarding product deliveries more than over half of the other clusters.

'Travel and Entertainment' made up 15.2% of the total sample, containing 67 individuals. This cluster primarily purchased travel transportation, travel destinations, and entertainment products. It contained approximately the same amount of college and non-college graduates. These individuals browsed online and made fewer purchases than

about half of the other clusters. In addition, they identified a privacy policy that is easy to find more important than almost all other clusters.

The next purchase cluster, ‘Non-Shoppers’ contained 52 people (11.8% of the total sample) who rarely purchased any product categories. These individuals were mostly non-college graduates (69%). This cluster had some of the lowest frequencies of Internet use, browsing, and making online purchases.

‘Flyers’ were comprised of 67 people accounting for 15.2% of the total sample. They purchased travel transportation products more than any other type of product, rarely or never purchasing all other product categories. These individuals were generally younger than almost all other purchase clusters, with more non-college graduates (58%). ‘Flyers’ also had lower frequencies of Internet use and purchasing than over half the other clusters.

Lastly, ‘Heavy Shoppers’ made up 12% of the total sample, with 53 individuals. These individuals purchased all product categories at a similar rate. They were generally older with higher incomes than most other clusters. Also, this cluster contained slightly more females and college graduates than males and non-college graduates. ‘Heavy Shoppers’ spent more time online, browsing, and making purchases than most other clusters.

Research Question # 2: Do these clusters differ when grouping shoppers based on visiting behaviors as when purchasing behaviors?

5.1.3. Visit and Purchase Cluster Solution Differences

Both cluster solutions contained some clusters with similar product category patterns. For example, 'Frequent Browsers' and 'Heavy Shoppers' were both comprised of individuals who either visited or purchased all product categories regularly. 'Non-Browsers' and 'Non-Shoppers' also browsed or purchased product categories at a very minimal rate. In addition, both cluster solutions contained 'My Stuff' and 'Media Mavens'. The 'My Stuff' clusters were categorized as either visiting or purchasing clothing/accessories, books/magazines, and entertainment product categories. Also, the 'Media Mavens' regularly visited or purchased media related products, including consumer electronics, entertainment, books/magazines, and computer products.

However, results revealed strong evidence for the differentiation of visit and purchase cluster solutions. Even though the visit and purchase cluster solutions contained similar clusters, a cross tabulation between the two cluster solutions revealed that individuals in each cluster greatly differed between cluster solutions (see table 18). These results indicate that individuals' website visit patterns are not likely to predict their purchase patterns. This is a crucial finding because it emphasizes the distinction between browsing online for products and going online to make purchases. In addition, it cannot be assumed that individuals have the same browsing and shopping patterns when using the Internet.

Research Question # 3: What are the underlying factors of website attribute preferences?

Underlying factors of website attributes were also determined in the analyses. A principal components analysis produced an 11 factor solution from the 48 attribute preference items (see table 20).

Research Question # 4: Do website attribute preferences differ among clusters and are there attribute differences among website visit and purchase clusters?

Only two out of the eleven factors showed any significant distinction between clusters. ‘Reliable, Quick, Cheap, and Easy Websites’ (factor 2) was the only factor that differed between clusters in both the visit and purchase cluster solutions. ‘Reliable, Quick, and Easy Websites’ included the following items; (a) Internet links on the site are working properly, (b) return policy is easy to understand and use, (c) download speed of the page, (d) guarantee from the vendor that personal information will not be used to invade privacy, (e) fast response time from customer service, (f) price incentives, and (g) many options for navigating within the site. Individuals scoring high on this factor value online transactions that are speedy and not complicated.

In addition, ‘Trustworthy Websites’ (factor 9) was also a significant factor for the purchase cluster solution. ‘Trustworthy Websites’ included three items; (a) received a best site award, (b) privacy policy is easy to find on the site, and (c) a guarantee from the vendor that the product will arrive on a certain date. Both purchase cluster significant factors encompassed aspects of reliability and website functionality. This is consistent with past research indicating that there is a relationship between greater amounts of trust and purchase intentions (Gefen & Straub, 2004; Wang & Emurian, 2005). This may be

crucial to practitioners for the purposes of increasing possible website impacts on consumers by emphasizing website security and functionality.

Research Question # 5: Do browsing and purchasing frequencies and the length of Internet use differ among clusters?

It was also discovered that all four Internet usage items included in the analyses significantly differed among both cluster solutions. In general, the ‘Media Mavens’ had used the Internet longer, with more hours per week, browsed, and purchased items the most out of the groups. ‘Non-Browsers’ and ‘Non-Shoppers’ also used the Internet, browsed, and purchased products the least amount out of the clusters.

Research Question # 6: Do innovativeness, website presence, and vendor trust differ among clusters?

Innovativeness was found to significantly differ among both visit and purchase cluster solutions. ‘Media Mavens’ had the highest rating of innovativeness. However, in the visit solution, the cluster was only significantly different from three other clusters (‘My Stuff’, ‘Non-Browsers’, and ‘Travelers’). In contrast, within the purchase solution, the ‘Media Mavens’ are significantly higher than all other clusters. This indicates that they are highly active and natural targets for marketers. It could be beneficial for practitioners to focus efforts on targeting these types of individuals, since media products are more suited for e-commerce. The greater suitability of online venues for media products may be due to the fact that in-store electronic and entertainment experiences can be commonly unpleasant to consumers (Rosen & Howard, 2000). Also, electronic products generally require research regarding options or features before purchasing; such

research can be easily done through the Internet (Rosen & Howard, 2000). Still further, media products can be easily customized and consumers can experience a greater amount of trialability which can lead to increased adoption of innovations (Rogers, 2002; Rosen & Howard, 2000).

In addition to innovativeness, website integrity was significant for both visit and purchase solutions, while website predictability was only significant for the purchase clusters. This is consistent with previous research, in which Gefen & Straub (2004) found the dimensions of trust-integrity and predictability to be significant antecedents for purchase intentions. This is important for both scientist and practitioners. Marketers should emphasize the aspects which individuals who are more likely to shop or search their product category online desire, while scientists can further investigate the differences between product categories. Unexpectedly, presence was not found to be significantly different between clusters.

Research Question # 7: Are there demographic differences between the visit and purchase clusters?

There were also some interesting findings in regards to the demographics of the different cluster solutions. There were age, gender, marital status, and employment differences among the visit clusters. In contrast, the purchase clusters differed in age, income, household size, gender, and education. ‘Heavy Shoppers’ in the purchase solution were generally older and had higher incomes than most other clusters. However, the ‘Frequent Browsers’ in the visit solution did not differ in age or income.

‘Media Mavens’ were also generally younger than most of the other clusters in the visit cluster solution, but older than most clusters in the purchase solution. However, significant differences in age were minimal. It is possible that the younger ‘Media Mavens’, in the visit cluster solution, were not in the purchase ‘Media Mavens’ cluster due to income limitations or other causes. Additionally, the ‘My Stuff’ cluster was significantly younger than most other clusters in the visit solution, but was significantly younger than only one other cluster in the purchase solution. This further emphasizes the differences between the visit and purchase cluster solutions.

5.2. Limitations

The current study has several limitations. One limitation is the lack of complete cluster stability existent in both cluster solutions. Comparisons of product category means from the initial cluster solutions and holdout samples alluded to fairly stable cluster solutions. Yet, further analysis of cross tabulation tables revealed generally about two-thirds of cases being correctly classified indicating a lack of optimal cluster stability. However, the Press’s Q statistic indicated that the classification results of the holdout samples were significantly beyond chance, for both visit and purchase clusters. In addition, comparing the initial cluster solutions with fewer cases filtered out did minimally increase stability. This indicates that there is noise in assigning individuals to clusters. Therefore, future research should consider other ways of achieving cluster membership stability before results can be generalizable and actionable.

Another limitation is the sample size, due to the fact the creating two different cluster solutions required complete useable data for both visit and purchase categories

($N = 441$). Thus, decreasing of original sample size occurred. In addition, the majority of the sample was female, unmarried, and individuals living in the Midwest. Replicating the study with a more representative sample may produce results that are more generalizable and actionable for marketers.

Additionally, the current study violated the assumption of the Box's M Test of Equality of Covariance Matrices in some of the MANOVAs analyzed, indicating that there was a violation of the assumption of equality of covariance matrices. The Box's M test is very sensitive to deviations from normality. However, if groups are similar sizes, violating the Box's M assumption does not have a great impact on the analysis (Hair et al., 2006). In possible future replications of this research, there may need to be corrections for normality of the dependent variables using a transformation.

Lastly, there is the lack of current research regarding clustering individuals based on product categories searched. Also, there is a scant research comparing visiting and purchasing behaviors. In some cases, studies do not distinguish between website visits (without making any purchases) and website purchases. Therefore, additional research on this issue is needed.

5.3. Implications for Future Research

One major implication of these results is the distinction between individuals' product category visiting and purchasing patterns. Furthermore, connections between individuals' visit and purchase clusters should be examined, such as factors that may lead consumers in visit clusters to become purchasers of the same products. It is possible that longitudinal research could divulge insight into what might cause frequent browsers of a

product to become purchasers. Future research should investigate this aspect further, including the examination of whether or not individuals may frequently visit product category websites to search for information and then purchase the product in stores or at later dates.

Another aspect for future research should be to examine differences among product classes in regard to preferred website traits, innovativeness and vendor trust. Research should focus on desired attributes for specific product categories, rather than generalizing to all B2C sites. It is also important for researchers to clearly specify in studies whether they are asking individuals about purchasing or browsing behaviors on the Internet. Results should not be generalized from one topic to the other.

Lastly, an increasing amount of research should be conducted using the PermuCluster 1.0 SPSS add-on program in order to determine the extent to which it increases the stability of cluster solutions. Since this is a fairly new program, few cluster analyses utilize it. In addition, a majority of cluster analysis research does not include checking for stability of cluster solutions, which is a major limitation with these types of studies.

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APPENDICES

APPENDIX A

A1. Innovativeness Survey

SECTION I: INTERNET

1-1 About how long have you been using the Internet? (interl)

- ☐ 3 months or less
- ☐ 4-12 months
- ☐ 1-3 years
- ☐ 4-6 years
- ☐ 7-9 years
- ☐ 10 or more years

1-2 On average, how many hours per week, if any, do you use the Internet? (interu)

- ☐ 0
- ☐ 1 - 5
- ☐ 6 - 10
- ☐ 11 – 15
- ☐ 16 - 20
- ☐ 21 - or more

1-3 About what percentage of people you know would you guess use the Internet at least once a week? (usersr)

- ☐ None
- ☐ 1 – 20%
- ☐ 21 – 40%
- ☐ 41 – 60%
- ☐ 61 – 80%
- ☐ 81 – 100%

1-4 How often, if ever, do you go online to look for information about products or services without buying anything during that visit? (brows1)

- ☐ Never
- ☐ Less than once a month
- ☐ 1-2 times a month
- ☐ 3-5 times a month
- ☐ 6-9 times a month
- ☐ 10 or more times a month

1-5 How often, if ever, do you go online and make a purchase? (inter3)

- ☐ Never
- ☐ Less than once a month
- ☐ 1-2 times a month
- ☐ 3-5 times a month
- ☐ 6-9 times a month
- ☐ 10 or more times a month

In this survey “shopping” means either browsing for product information or actually making a purchase.

1-6 As far as you know, how many years has online shopping been available to people in the United States? (avail3)

- ☐ less than 1 year
- ☐ 1 - 3 years
- ☐ 4 - 6 years
- ☐ 7 - 9 years
- ☐ 10 - 12 years
- ☐ 13 - 15 years
- ☐ more than 16 years

1-7 What was the first year that people around you could find products of interest to them for sale through the Internet? (firstyr3)

- ☐ 1990 or earlier
- ☐ 1991 - 93
- ☐ 1994 - 96
- ☐ 1997 - 99
- ☐ 2000 - 02
- ☐ 2003 - 05
- ☐ 2006

1-8 About how long ago did your friends, family, or neighbors learn that they could shop for products through the Internet? (longago3)

- ☐ 16 years ago or more
- ☐ 13 to 15 years ago
- ☐ 10 to 12 years ago
- ☐ 7 to 9 years ago
- ☐ 4 to 6 years ago
- ☐ 1 to 3 years ago
- ☐ This current year

1-9 About what percentage of people you know shop online? (shoppersr)

- ☐ None
- ☐ 1 – 20%
- ☐ 21 – 40%
- ☐ 41 – 60%
- ☐ 61 – 80%
- ☐ 81 – 100%

1-10 Compared to shopping in traditional stores, how unusual or novel do you personally find online shopping to be? Use a scale of 1-7, where 1 = *not at all novel or unusual* and 7 = *very novel or unusual*. (novel)

**Not at all
Novel**

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

**Very
Novel**

7 ☐

1-11 In general, how different is shopping online compared to shopping in traditional stores? Use a scale of 1-7, where 1 = *not at all different* and 7 = *very different*. (similar)

**Not at all
Different**

**Very
Different**

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

1-12 In general, how unique is shopping online compared to shopping at a traditional store? Use a scale of 1-7, where 1 = *not at all unique* and 7 = *very unique*. (unique)

Not at all Unique **Very Unique**
 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

1-13 In general, how innovative is shopping online compared to shopping at a traditional store? Use a scale of 1-7, where 1 = *not at all innovative* and 7 = *very innovative*. (innov)

Not at all Innovative **Very Innovative**
 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

1-14 Think about the various ways that you can shop for products or services, for example: going online, going to a traditional store, using a catalog, or ordering from a TV channel. Some are newer than others. Please indicate your agreement or disagreement with the following statements:

	1 = Strongly Disagree		4 = Neither Agree Nor Disagree			7 = Strongly Agree	
A I am suspicious of new ways of shopping (dswill1).	10	20	30	40	50	60	70
B I am reluctant to adopt new forms of shopping until I see them working for people around me. (dswill2)	10	20	30	40	50	60	70
C I rarely trust new means of shopping until I can see whether the vast majority of people around me accept them (dswill3)	10	20	30	40	50	60	70
D I am generally cautious about accepting new ways of shopping (dswill4)	10	20	30	40	50	60	70
E I must see other people using new means of shopping before I will consider them (dswill5)	10	20	30	40	50	60	70
F I often find myself skeptical of new	10	20	30	40	50	60	70

types of shopping
(dswill6)

G	I am aware that I am usually one of the last people in my group to accept new styles of shopping (dswill7)	10	20	30	40	50	60	70
H	I tend to feel that the old way of shopping is the best way (dswill8)	10	20	30	40	50	60	70

SECTION II: FEATURES OF ONLINE SHOPPING

How strongly, if at all, do the following aspects of a website encourage you to shop at a particular site?

- Read through the list and click on the **THREE LEAST ENCOURAGING aspects**
- Go through the list and then rate all 16 aspects from 1 (does not at all encourage me) to 7 (strongly encourages me).

		LEAST Encouraging	1 = Does Not At All Encourage Me					7 = Strongly Encourages Me	
2-1	The order process is easy to use. (attr1r)	0	10	20	30	40	50	60	70
2-2	The products I am looking for are easy to find (attr2r)	0	10	20	30	40	50	60	70
2-3	It's really unlike any other web site I have ever visited (attr3r)	0	10	20	30	40	50	60	70
2-4	Product price (attr4r)	0	10	20	30	40	50	60	70
2-5	Provides customer feedback (that is, the site provides a place for you to learn about other customer's evaluation of the product) (attr5r)	0	10	20	30	40	50	60	70
2-6	My friends and family have been happy when they have shopped there (attr6r)	0	10	20	30	40	50	60	70
2-7	Reputation and credibility of the company on the web (attr7r)	0	10	20	30	40	50	60	70
2-8	It is enjoyable to	0	10	20	30	40	50	60	70

visit (**attr8r**)

		LEAST Encouraging	1 = Does Not At All Encourage Me					7 = Strongly Encourages Me	
2-9	The delivery time is short (attr9r)	<input type="radio"/>	10	20	30	40	50	60	70
2-10	The site is in my primary language (attr10r)	<input type="radio"/>	10	20	30	40	50	60	70
2-11	My friends and family will like to know my opinions of the site (attr11r)	<input type="radio"/>	10	20	30	40	50	60	70
2-12	A wide selection and variety of products on the site (attr12r)	<input type="radio"/>	10	20	30	40	50	60	70
2-13	Low or no charge for shipping and handling (attr13r)	<input type="radio"/>	10	20	30	40	50	60	70
2-14	It has entertaining graphics and displays (attr14r)	<input type="radio"/>	10	20	30	40	50	60	70
2-15	Provides product information, including FAQs – frequently asked questions (attr15r)	<input type="radio"/>	10	20	30	40	50	60	70
2-16	A good place to find a bargain (attr16r)	<input type="radio"/>	10	20	30	40	50	60	70

SECTION III. ORIENTATIONS TO ONLINE SHOPPING

3-1 On average, how often do you search for product or service information on the Internet without buying anything during that visit? (browsf)

☐ Never **[IF NEVER, CLICK THE BUTTON AND THEN CLICK HERE TO SKIP TO QUESTION 3-3]**

☐ Rarely

☐ Less than once a month

☐ About once a month

☐ About once a week

☐ Daily

3-2 How often, if at all, do you VISIT each type of web site (*WITHOUT purchasing*) to collect information? Use any number from 1 (never) to 5 (regularly). [INDICATE ONE RESPONSE FOR EACH ITEM]

	Never		Sometimes		Regularly
A Clothing / Accessories (visit1)	10	20	30	40	50
B Books / Magazines (visit2)	10	20	30	40	50
C Travel	10	20	30	40	50

Transportation (Airlines,Trains, Buses,Rental Cars, Highway Hotels etc.) (visit3r)					
D Travel Destinations (such as Resorts, Cruises, Cities, Historic or Religious Sites etc.) (visit4r)	10	20	30	40	50
E Health & Medical (visit5)	10	20	30	40	50
F Financial Services (visit6)	10	20	30	40	50
G Consumer electronics (such as TV, VCR, stereo, cellular phone) (visit7)	10	20	30	40	50
H Entertainment (such as CDs, DVDs, movies, theater) (visit8)	10	20	30	40	50
I Computer hardware or software (visit9)	10	20	30	40	50
J Food / Beverage / Groceries (visit10)	10	20	30	40	50
K Home Appliances (such as refrigerator, washing machine) (visit11)	10	20	30	40	50
L Restaurants (visit13)	10	20	30	40	50
M Other (visit12)	10	20	30	40	50

3-3 On average, how often do you make a purchase on the Internet? (buyf)
☐ Never [IF NEVER, CLICK THE BUTTON AND THEN CLICK [HERE](#) TO SKIP TO QUESTION 3-5]

- ☐ Rarely
☐ Less than once a month
☐ About once a month
☐ About once a week
☐ Daily

3-4 How often, if at all, do you PURCHASE any of the following items/services (and not just look for information) online? Use any number from 1 (never) to 5 (regularly) . [INDICATE ONE RESPONSE FOR EACH ITEM]

		Never		Sometimes		Regularly
A	Clothing / Accessories (purch1)	10	20	30	40	50
B	Books / Magazines (purch2)	10	20	30	40	50
C	Travel Transportation (Airlines,Trains,	10	20	30	40	50

	Buses, Rental Cars, Highway Hotels etc.) (purch3r)						
D	Travel Destinations (such as Resorts, Cruises, Cities, Historic or Religious Sites etc.) (purch4r)	10	20	30	40	50	
E	Health & Medical (purch5)	10	20	30	40	50	
F	Financial Services (purch6)	10	20	30	40	50	
G	Consumer electronics (such as TV, VCR, stereo, cellular phone) (purch7)	10	20	30	40	50	
H	Entertainment (such as CDs, DVDs, movies, theater) (purch8)	10	20	30	40	50	
I	Computer hardware or software (purch9)	10	20	30	40	50	
J	Food / Beverage / Groceries (purch10)	10	20	30	40	50	
K	Home Appliances (such as refrigerator, washing machine) (purch11)	10	20	30	40	50	
L	Restaurants (purch13)	10	20	30	40	50	
M	Other (purch12)	10	20	30	40	50	

3-5 Please indicate how much you agree or disagree with the following statements about your reactions to online shopping . Think about the statements as they pertain to the particular types of products/services of interest to you personally. Please indicate one answer for each statement, and react to all of the statements.

		1 = Strongly Disagree		4 = Neither Agree Nor Disagree			7 = Strongly Agree		
A	In general, I am among the last in my circle of friends to visit a shopping website when it appears. *(inn1)	10	20	30	40	50	60	70	
B	I intend to make one or more purchases online in the next 3 months (intentp1)	10	20	30	40	50	60	70	
C	If I heard that a new website was available for online shopping, I would be interested enough to visit it. (inn2)	10	20	30	40	50	60	70	
D	There is a good chance that in the next 3 months I will browse sites to find products I	10	20	30	40	50	60	70	

	might be interested in (intentv1)							
E	Compared to my friends, I have visited few online shopping websites. *(inn3)	10	20	30	40	50	60	70
F	It is highly likely that I would use my credit card to purchase products or services online in the next 3 months (intentp2)	10	20	30	40	50	60	70
G	I will visit an online shopping website even if I know practically nothing about it. (inn4)	10	20	30	40	50	60	70
H	I know the names of new online shopping sites before other people do. (inn5)	10	20	30	40	50	60	70
I	In the next 3 months I intend to go online to search for information about products or services I am interested in. (intentv2)	10	20	30	40	50	60	70
J	In general, I am the last in my circle of friends to know about new websites. (inn6)	10	20	30	40	50	60	70

3-6 Think about Internet shopping. Indicate your agreement or disagreement with the following statements about your preference for the shopping website:

	I prefer a shopping website that conveys a sense of:	1 = Strongly Disagree		4 = Neither Agree Nor Disagree		7 = Strongly Agree		
A	Human warmth (pres1)	10	20	30	40	50	60	70
B	Human sensitivity (pres2)	10	20	30	40	50	60	70
C	Human contact (pres3)	10	20	30	40	50	60	70
D	Being personal (pres4)	10	20	30	40	50	60	70
E	Being sociable (pres5)	10	20	30	40	50	60	70

***YOU ARE OVER HALF WAY THROUGH THE SURVEY, THANK YOU FOR YOUR PATIENCE.**

SECTION IV. MORE FEATURES OF ONLINE SHOPPING SITES
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How strongly, if at all, do the following aspects of a website encourage you to shop at a particular site?

- Read through the list and click on the **THREE LEAST ENCOURAGING** aspects
- Go through the list and then rate all 16 aspects from 1 (does not at all encourage me) to 7 (strongly encourages me).

		LEAST Encouraging	1 = Does Not At All Encourage Me					7 = Strongly Encourages Me	
4-1	Providing credit card safety (attr17r)	O	10	20	30	40	50	60	70
4-2	Fast response time from customer service (attr18r)	O	10	20	30	40	50	60	70
4-3	I hear about it on the radio, television or in newspapers (attr19r)	O	10	20	30	40	50	60	70
4-4	The download speed of the page (attr20r)	O	10	20	30	40	50	60	70
4-5	A return policy that is easy to understand and use (attr21r)	O	10	20	30	40	50	60	70
4-6	Price incentives (coupons, future sale items, frequent shopper program, etc.) (attr22r)	O	10	20	30	40	50	60	70
4-7	Interactive web design (try it on, design your product / services) (attr23r)	O	10	20	30	40	50	60	70
4-8	It is quite different from the usual sites (attr24r)	O	10	20	30	40	50	60	70
4-9	It has guarantee from the vendor that my personal information will not be used to invade my privacy (attr25r)	O	10	20	30	40	50	60	70
4-10	Has many options for	O	10	20	30	40	50	60	70

	navigating within the site (attr26r)								
		LEAST Encouraging	1 = Does Not At All Encourage Me					7 = Strongly Encourages Me	
4-11	The Internet links on the site are working properly (attr27r)	O	10	20	30	40	50	60	70
4-12	The site is brand new to the Internet (attr28r)	O	10	20	30	40	50	60	70
4-13	It is free of grammatical and typographical errors (attr29r)	O	10	20	30	40	50	60	70
4-14	Allows instant messaging with the company or company representative (attr30r)	O	10	20	30	40	50	60	70
4-15	It has seals of companies stating that my information on this site is secure (e.g. Verisign) (attr31r)	O	10	20	30	40	50	60	70
4-16	My friends or family will not think less of me if I make a purchase there (attr32r)	O	10	20	30	40	50	60	70
4-17	The privacy policy is easy to find on the site (attr33r)	O	10	20	30	40	50	60	70
4-18	It has received a best site award (attr34r)	O	10	20	30	40	50	60	70
4-19	There is a guarantee from the vendor that the product will arrive on a certain date. (attr35r)	O	10	20	30	40	50	60	70
4-20	Uses a personalized	O	10	20	30	40	50	60	70

greeting, e.g.,
 "Hello, Tom!"
 (attr36r)

SECTION V. GENERAL ISSUES

Now we are interested in your opinion on a variety of topics. Please indicate your agreement or disagreement with the following statements:

	1 = Strongly Disagree		4 = Neither Agree Nor Disagree			7 = Strongly Agree	
5-1 I would rather struggle through a personal problem by myself than discuss it with my friends (icoll1)	10	20	30	40	50	60	70
5-2 The most important thing in my life is to make myself happy (icoll2)	10	20	30	40	50	60	70
5-3 I tend to do what I think is appropriate, and let others in my family do what they think is appropriate (icoll3)	10	20	30	40	50	60	70
5-4 One does better work working alone than in a group (icoll4)	10	20	30	40	50	60	70
5-5 When faced with a difficult personal problem, it is better to decide what to do yourself, rather than follow the advice of others (icoll5)	10	20	30	40	50	60	70
5-6 What happens to me is my own doing (icoll6)	10	20	30	40	50	60	70
5-7 If the group is slowing me down, it is better to leave it and work alone (icoll7)	10	20	30	40	50	60	70
5-8 If the child won the Nobel Prize, the parents should not feel honored in any way (icoll8)	10	20	30	40	50	60	70
	1 = Strongly Disagree		4 = Neither Agree Nor Disagree			7 = Strongly Agree	
5-9 Children should not feel honored even if the father were highly praised and given an award by a government official for his contributions and services to the	10	20	30	40	50	60	70

community (icoll9)								
5-10	In most cases, to cooperate with someone whose ability is lower than yours is not as desirable as doing the thing on your own (icoll10)	10	20	30	40	50	60	70
5-11	One should live one's life independently of others as much as possible (icoll11)	10	20	30	40	50	60	70
5-12	It is important to me that I perform better than others on a task (icoll12)	10	20	30	40	50	60	70
5-13	Aging parents should live at home with their children (icoll13)	10	20	30	40	50	60	70
5-14	Children should live at home with their parents until they get married (icoll14)	10	20	30	40	50	60	70
5-15	I would help within my means, if a relative told me that s(he) is in financial difficulty (icoll15)	10	20	30	40	50	60	70
5-16	I like to live close to my good friends (icoll16)	10	20	30	40	50	60	70
5-17	Individuals should be judged on their own merits, not on the company they keep (icoll17)	10	20	30	40	50	60	70

SECTION VI: MORE FEATURES OF ONLINE SHOPPING

How strongly, if at all, do the following aspects of a website encourage you to shop at a particular site?

- Read through the list and click on the **THREE LEAST ENCOURAGING** aspects
- Go through the list and then rate all 16 aspects from 1 (does not at all encourage me) to 7 (strongly encourages me).

LEAST
Encouraging 1 = Does Not
At All
Encourage
Me

7 = Strongly
Encourages
Me

6-1	The company offering the product/service guarantees that my personal purchase information will not be shared with other people or	0	10	20	30	40	50	60	70
-----	---	---	----	----	----	----	----	----	----

	organizations (attr37r)								
6-2	Allows email to the company or to a company representative (attr38r)	O	10	20	30	40	50	60	70
6-3	Has one or more animated characters that move or speak (attr39r)	O	10	20	30	40	50	60	70
6-4	The products are guaranteed to be in stock. (attr40r)	O	10	20	30	40	50	60	70
6-5	Has photos of real people (attr41r)	O	10	20	30	40	50	60	70
6-6	Has video of real people (attr42r)	O	10	20	30	40	50	60	70
6-7	The site came online just recently (attr43r)	O	10	20	30	40	50	60	70
6-8	The site describes both benefits and drawbacks of products and services (attr44r)	O	10	20	30	40	50	60	70
6-9	The site carries top-brand products and services (attr45r)	O	10	20	30	40	50	60	70
6-10	Has photos of products (attr46r)	O	10	20	30	40	50	60	70
6-11	There is a guarantee that my credit card information would be safely and securely protected (attr47r)	O	10	20	30	40	50	60	70
6-12	Uses music (attr48r)	O	10	20	30	40	50	60	70
6-13	Uses sounds other than music (attr49r)	O	10	20	30	40	50	60	70
6-14	There is a money-back guarantee. (attr50r)	O	10	20	30	40	50	60	70
6-15	Uses a lot of graphics (attr51r)	O	10	20	30	40	50	60	70
6-16	Products can be easily compared (attr52r)	O	10	20	30	40	50	60	70
6-17	Has video of products (attr53r)	O	10	20	30	40	50	60	70
6-18	Uses a lot of color (attr54r)	O	10	20	30	40	50	60	70
6-19	The company offering the	O	10	20	30	40	50	60	70

product/service
guarantees that my
credit card
information would
not be abused.
(attr55r)

JUST A FEW MORE QUESTIONS, YOU ARE ALMOST FINISHED.

SECTION VII: BACKGROUND INFORMATION (USA)

7-1 What is your gender? (gender)

- ☐ Male
- ☐ Female

7-2 How old are you (in years)? (age)

7-3 What is your marital status? (marital)

- ☐ Single, never been married
- ☐ Married
- ☐ Separated/Divorced
- ☐ Widowed

7-4 In what state is your permanent address at this current time? (res)

7-5 Were your grandparents born in the U.S.A.? (grands)

- ☐ Yes, all four of them
- ☐ Yes, 1, 2, or 3 of them
- ☐ None of them
- ☐ Don't know

7-6 Were your parents born in the U.S.A.? (parents)

- ☐ Neither
- ☐ My mother
- ☐ My father
- ☐ Both
- ☐ Don't know

7-7 Were you born in the U.S.A.? (born)

- ☐ Yes (go to Q37)
- ☐ No (go to Q33)
- ☐ Don't know

7-8 What is your country/ countries of citizenship? (citiz)

- ☐ USA
- ☐ If other than USA, please list_____

7-9 What was the last year of education you completed? (educ)

- ☐ Some high school

- ☐ High school
- ☐ Technical School/Training (such as auto mechanic)
- ☐ Some college/university
- ☐ College/university graduate
- ☐ Graduate or professional school

7-10 What is your current employment? [CHECK ALL THAT APPLY]

- ☐ Employed-full time (**full**)
- ☐ Employed-part time (**part**)
- ☐ Self employed (**self**)
- ☐ Temporarily unemployed [**GO TO 7-12**] (**unemploy**)
- ☐ Full time student (**student**)
- ☐ Homemaker/housewife (**housewife**)
- ☐ Retired (**retired**)

7-11 (IF EMPLOYED) What is your occupation? (occup)

- ☐ Professional
- ☐ Managerial/Executive
- ☐ Sales
- ☐ Clerical
- ☐ Labor with technical training
- ☐ Labor without technical training
- ☐ Other (please specify) _____ (**occupoe**)

7-12 Please indicate which of the following categories best represents your annual household income before taxes. (income)

- ☐ \$10,000 or less
- ☐ \$10,001 to \$20,000
- ☐ \$20,001 to \$30,000
- ☐ \$30,001 to \$40,000
- ☐ \$40,001 to \$50,000
- ☐ \$50,001 to \$75,000
- ☐ \$75,001 to \$100,000
- ☐ more than \$100,000

7-13 How many people live in your household, including yourself (please enter the number)? (hhsz)

7-14 Please indicate whether you own each of the following items. [INDICATE ONE RESPONSE FOR EACH]

	Yes	No	Don't Know
a A personal computer (pc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b A DVD player (dvd)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c A high-definition TV (HDTV) (hdtv)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d A Personal Digital Assistant (PDA) (pda)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e A MP3 player (mp3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7-15 Please indicate the type of Internet connection you use most frequently: (connect)

- ☐ dial-up connection (slower)
- ☐ DSL/LAN/Cable connection (faster)
- ☐ don't know

THANK YOU FOR YOUR HELP!

A2. Trust Survey

SECTION I: INTERNET USE AND SHOPPING

1-1 About how long have you been using the Internet? (interl)

- ☐ 3 months or less
- ☐ 4-12 months
- ☐ 1-3 years
- ☐ 4-6 years
- ☐ 7-9 years
- ☐ 10 or more years

1-2 On average, how many hours per week, if any, do you use the Internet? (interu)

- ☐ 0
- ☐ 1 - 5
- ☐ 6 - 10
- ☐ 11 - 15
- ☐ 16 - 20
- ☐ 21 - or more

1-3 About what percentage of people you know would you guess use the Internet at least once a week? (usersr)

- ☐ None
- ☐ 1 - 20%
- ☐ 21 - 40%
- ☐ 41 - 60%
- ☐ 61 - 80%
- ☐ 81 - 100%

1-4 How often, if ever, do you go online to look for information about products or services without buying anything during that visit? (brows1)

- ☐ Never
- ☐ Less than once a month
- ☐ 1-2 times a month
- ☐ 3-5 times a month
- ☐ 6-9 times a month
- ☐ 10 or more times a month

1-5 How often, if ever, do you go online and make a purchase? (inter3)

- ☐ Never
- ☐ Less than once a month
- ☐ 1-2 times a month
- ☐ 3-5 times a month
- ☐ 6-9 times a month
- ☐ 10 or more times a month

In this survey “shopping” means either browsing for product information or actually making a purchase.

1-6 About how long ago did your friends, family, or neighbors learn that they could shop for products through the Internet? (longago3)

- ☐ 16 years ago or more
- ☐ 13 to 15 years ago
- ☐ 10 to 12 years ago
- ☐ 7 to 9 years ago
- ☐ 4 to 6 years ago
- ☐ 1 to 3 years ago
- ☐ This current year

1-7 About what percentage of your friends, relatives, and acquaintances shop online? (shoppersr)

- ☐ None
- ☐ 1 – 20%
- ☐ 21 – 40%
- ☐ 41 – 60%
- ☐ 61 – 80%
- ☐ 81 – 100%

1-8 Compared to shopping in traditional stores, how unusual or novel do you personally find online shopping to be? Use a scale of 1-7, where 1 means *not at all novel or unusual* and 7 means *very novel or unusual*. (novel)

Not at all Novel or Unusual								Very Novel or Unusual
1	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5
	<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>	
								6
								<input type="radio"/>
								7
								<input type="radio"/>

1-9 In general, how innovative is shopping online compared to shopping at a traditional store? Use a scale of 1-7, where 1 means *not at all innovative* and 7 means *very innovative*. (innov)

Not at all Innovative								Very Innovative
1	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5
	<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>	
								6
								<input type="radio"/>
								7
								<input type="radio"/>

SECTION II: FEATURES OF ONLINE SHOPPING

How strongly, if at all, do the following aspects of a website encourage you to shop at a particular site?

- Read through the list and click on the **THREE LEAST ENCOURAGING** aspects
- Go through the list and then rate all 16 aspects from 1 (does not at all encourage me) to 7 (strongly encourages me).

LEAST Encouraging	1 = Does Not At All Encourage Me	7 = Strongly Encourages Me
----------------------	--	-------------------------------

2-1	The order process is	O	1O	2O	3O	4O	5O	6O	7O
-----	----------------------	---	----	----	----	----	----	----	----

	easy to use. (attr1r)									
2-2	The products I am looking for are easy to find (attr2r)	O	10	20	30	40	50	60	70	
2-3	It's really unlike any other web site I have ever visited (attr3r)	O	10	20	30	40	50	60	70	
2-4	Product price (attr4r)	O	10	20	30	40	50	60	70	
2-5	Provides customer feedback (that is, the site provides a place for you to learn about other customer's evaluation of the product) (attr5r)	O	10	20	30	40	50	60	70	
2-6	My friends and family have been happy when they have shopped there (attr6r)	O	10	20	30	40	50	60	70	
2-7	Reputation and credibility of the company on the web (attr7r)	O	10	20	30	40	50	60	70	
		LEAST Encouraging	1 = Does Not At All Encourage Me				7 = Strongly Encourages Me			
2-8	It is enjoyable to visit (attr8r)	O	10	20	30	40	50	60	70	
2-9	The delivery time is short (attr9r)	O	10	20	30	40	50	60	70	
2-10	The site is in my primary language (attr10r)	O	10	20	30	40	50	60	70	
2-11	My friends and family will like to know my opinions of the site (attr11r)	O	10	20	30	40	50	60	70	
2-12	A wide selection and variety of products on the site (attr12r)	O	10	20	30	40	50	60	70	
2-13	Low or no charge for shipping and handling (attr13r)	O	10	20	30	40	50	60	70	
2-14	It has entertaining graphics and displays (attr14r)	O	10	20	30	40	50	60	70	
2-15	Provides product information, including FAQs – frequently asked questions (attr15r)	O	10	20	30	40	50	60	70	
2-16	A good place to find a bargain (attr16r)	O	10	20	30	40	50	60	70	

SECTION III. LIKELY EVENTS

How probable or likely is it that the following events will happen when you BUY something in a traditional store?
When you BUY it online? Click on any button from 1 (not probable at all) to 7 (very probable)

3-1 The product will not meet my expectations (risk1)

	Not at all Probable						Very Probable
Online	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>	7 <input type="radio"/>
In-store	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>	7 <input type="radio"/>

3-2 The product will not match its description online/on the packaging (risk2)

	Not at all Probable						Very Probable
Online	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>	7 <input type="radio"/>
In-store	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>	7 <input type="radio"/>

3-3 Time will be wasted making a poor purchase (risk3)

	Not at all Probable						Very Probable
Online	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>	7 <input type="radio"/>
In-store	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>	7 <input type="radio"/>

3-4 Time will be wasted due to a product not being in stock (risk4)

	Not at all Probable						Very Probable
Online	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>	7 <input type="radio"/>
In-store	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>	7 <input type="radio"/>

3-5 Money will be lost due to making a poor purchase (risk5)

	Not at all Probable						Very Probable
Online	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>	7 <input type="radio"/>
In-store	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>	7 <input type="radio"/>

3-6 Money will be lost due to shipping costs/travel costs (risk6)

	Not at all Probable						Very Probable
Online	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>	7 <input type="radio"/>
In-store	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>	7 <input type="radio"/>

3-7 A product will not be received in time (risk7)

	Not at all Probable												Very Probable	
Online	1	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	<input type="radio"/>	6	<input type="radio"/>	7	<input type="radio"/>
In-store	1	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	<input type="radio"/>	6	<input type="radio"/>	7	<input type="radio"/>

3-8 It will take a long time to receive the product (risk8)

	Not at all Probable												Very Probable	
Online	1	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	<input type="radio"/>	6	<input type="radio"/>	7	<input type="radio"/>
In-store	1	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	<input type="radio"/>	6	<input type="radio"/>	7	<input type="radio"/>

3-9 My friends/family will think I was foolish for purchasing a product where I did (risk9)

	Not at all Probable												Very Probable	
Online	1	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	<input type="radio"/>	6	<input type="radio"/>	7	<input type="radio"/>
In-store	1	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	<input type="radio"/>	6	<input type="radio"/>	7	<input type="radio"/>

3-10 My friends/family will think less of me for making a poor purchase (risk10)

	Not at all Probable						Very Probable							
Online	1	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	<input type="radio"/>	6	<input type="radio"/>	7	<input type="radio"/>
In-store	1	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	<input type="radio"/>	6	<input type="radio"/>	7	<input type="radio"/>

3-11 Purchasing in this manner will lead to an invasion of my privacy (risk11)

	Not at all Probable						Very Probable							
Online	1	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	<input type="radio"/>	6	<input type="radio"/>	7	<input type="radio"/>
In-store	1	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	<input type="radio"/>	6	<input type="radio"/>	7	<input type="radio"/>

3-12 Purchasing in this manner will lead to a loss of my anonymity (risk12)

	Not at all Probable						Very Probable							
Online	1	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	<input type="radio"/>	6	<input type="radio"/>	7	<input type="radio"/>
In-store	1	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	<input type="radio"/>	6	<input type="radio"/>	7	<input type="radio"/>

3-13 I will suffer financial loss due to divulging my credit card information (risk13)

	Not at all Probable						Very Probable							
Online	1	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	<input type="radio"/>	6	<input type="radio"/>	7	<input type="radio"/>
In-store	1	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	<input type="radio"/>	6	<input type="radio"/>	7	<input type="radio"/>

3-14 My credit card information will be abused by the company selling the product/service (risk14)

	Not at all Probable						Very Probable							
Online	1	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	<input type="radio"/>	6	<input type="radio"/>	7	<input type="radio"/>
In-store	1	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	<input type="radio"/>	6	<input type="radio"/>	7	<input type="radio"/>

SECTION IV. ONLINE SHOPPING BEHAVIORS

4-1 On average, how often do you search for product or service information on the Internet without buying anything during that visit? (browsf)

☐ Never if never [IF NEVER, CLICK THE BUTTON AND THEN CLICK [HERE](#) TO SKIP TO QUESTION 4-3]

- ☐ Rarely
☐ Less than once a month
☐ About once a month
☐ About once a week
☐ Daily

4-2 How often, if at all, do you VISIT each type of web site (*WITHOUT purchasing*) to collect information? Use any number from 1 (never) to 5 (regularly). [INDICATE ONE RESPONSE FOR EACH ITEM]

	Never		Sometimes		Regularly
A Clothing / Accessories (visit1)	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
B Books / Magazines (visit2)	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
C Travel Transportation (Airlines, Trains, Buses, Rental Cars, Highway Hotels etc.) (visit3r)	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
D Travel Destinations (such as Resorts, Cruises, Cities, Historic or Religious Sites etc.) (visit4r)	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
E Health & Medical (visit5)	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
F Financial Services (visit6)	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
G Consumer electronics (such as TV, VCR, stereo, cellular phone) (visit7)	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
H Entertainment (such as CDs, DVDs, movies, theater)	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

(visit8)

I Computer hardware or software (visit9)	10	20	30	40	50
J Food / Beverage / Groceries (visit10)	10	20	30	40	50
K Home Appliances (such as refrigerator, washing machine) (visit11)	10	20	30	40	50
L Restaurants (visit13)	10	20	30	40	50
M Other (visit12)	10	20	30	40	50

4-3 On average, how often do you make a purchase on the Internet? (buyf)

☐ Never [IF NEVER, CLICK THE BUTTON AND THEN CLICK [HERE](#) TO SKIP TO QUESTION 4-5]

☐ Rarely

☐ Less than once a month

☐ About once a month

☐ Daily

☐ About once a week

4-4 How often, if at all, do you PURCHASE any of the following items/services (and not just look for information) online? Use any number from 1 (never) to 5 (regularly) . [INDICATE ONE RESPONSE FOR EACH ITEM]

		Never		Sometimes		Regularly
A	Clothing / Accessories (purch1)	10	20	30	40	50
B	Books / Magazines (purch2)	10	20	30	40	50
C	Travel Transportation (Airlines,Trains, Buses,Rental Cars, Highway Hotels etc.) (purch3r)	10	20	30	40	50
D	Travel Destinations (such as Resorts, Cruises, Cities, Historic or Religious Sites etc.) (purch4r)	10	20	30	40	50
E	Health & Medical (purch5)	10	20	30	40	50
F	Financial Services (purch6)	10	20	30	40	50
G	Consumer electronics (such as TV, VCR, stereo, cellular phone) (purch7)	10	20	30	40	50
H	Entertainment (such as CDs, DVDs, movies, theater) (purch8)	10	20	30	40	50
I	Computer hardware or software (purch9)	10	20	30	40	50
J	Food / Beverage /	10	20	30	40	50

Groceries (purch10)						
K	Home Appliances (such as refrigerator, washing machine) (purch11)	10	20	30	40	50
L	Restaurants (purch13)	10	20	30	40	50
M	Other (purch12)	10	20	30	40	50

4-5 Think about when you go on Internet to search for product/service information or to purchase a product/service. Indicate your agreement or disagreement with the following statements in respect to the NEXT 3 MONTHS:

		1 = Strongly Disagree		4 = Neither Agree Nor Disagree			7 = Strongly Agree	
A	I intend to make one or more purchases online in the next 3 months (intentp1)	10	20	30	40	50	60	70
B	There is a good chance that in the next 3 months I will browse sites to find products I might be interested in (intentv1)	10	20	30	40	50	60	70
C	It is highly likely that I would use my credit card to purchase products or services online in the next 3 months (intentp2)	10	20	30	40	50	60	70
D	In the next 3 months I intend to go online to search for information about products or services I am interested in (intentv2)	10	20	30	40	50	60	70

***YOU ARE OVER HALF WAY THROUGH THE SURVEY, THANK YOU FOR YOUR PATIENCE.**

SECTION V. MORE FEATURES OF ONLINE SHOPPING SITES

How strongly, if at all, do the following aspects of a website encourage you to shop at a particular site?

- **Read through the list and click on the THREE LEAST ENCOURAGING aspects**

- Go through the list and then rate all 16 aspects from 1 (does not at all encourage me) to 7 (strongly encourages me).

		LEAST Encouraging	1 = Does Not At All Encourage Me					7 = Strongly Encourages Me
5-1	Providing credit card safety (attr17r)	O	10	20	30	40	50	60 70
5-2	Fast response time from customer service (attr18r)	O	10	20	30	40	50	60 70
5-3	I hear about it on the radio, television or in newspapers (attr19r)	O	10	20	30	40	50	60 70
5-4	The download speed of the page (attr20r)	O	10	20	30	40	50	60 70
5-5	A return policy that is easy to understand and use (attr21r)	O	10	20	30	40	50	60 70
5-6	Price incentives (coupons, future sale items, frequent shopper program, etc.) (attr22r)	O	10	20	30	40	50	60 70
5-7	Interactive web design (try it on, design your product / services) (attr23r)	O	10	20	30	40	50	60 70
5-8	It is quite different from the usual sites (attr24r)	O	10	20	30	40	50	60 70
5-9	It has guarantee from the vendor that my personal information will not be used to invade my privacy (attr25r)	O	10	20	30	40	50	60 70
		LEAST Encouraging	1 = Does Not At All Encourage Me					7 = Strongly Encourages Me
5-10	Has many options for navigating within the site (attr26r)	O	10	20	30	40	50	60 70
5-11	The Internet links on the site are working properly (attr27r)	O	10	20	30	40	50	60 70
5-12	The site is brand new to the Internet (attr28r)	O	10	20	30	40	50	60 70
5-13	It is free of grammatical and typographical errors (attr29r)	O	10	20	30	40	50	60 70
5-14	Allows instant messaging with the company or company	O	10	20	30	40	50	60 70

	representative (attr30r)								
5-15	It has seals of companies stating that my information on this site is secure (e.g. Verisign) (attr31r)	O	10	20	30	40	50	60	70
5-16	My friends or family will not think less of me if I make a purchase there (attr32r)	O	10	20	30	40	50	60	70
5-17	The privacy policy is easy to find on the site (attr33r)	O	10	20	30	40	50	60	70
5-18	It has received a best site award (attr34r)	O	10	20	30	40	50	60	70
5-19	There is a guarantee from the vendor that the product will arrive on a certain date. (attr35r)	O	10	20	30	40	50	60	70
5-20	Uses a personalized greeting, e.g., "Hello, Tom!" (attr36r)	O	10	20	30	40	50	60	70

SECTION VI. ONLINE VENDORS

"Online vendors" are the companies selling products or services on the Internet. Please indicate how much you agree or disagree with the following statements about online vendors:

		1 = Strongly Disagree		4 = Neither Agree Nor Disagree			7 = Strongly Agree		
6-1	Generally, promises made by online vendors are likely to be reliable (integ1)	10	20	30	40	50	60	70	
6-2	In general, I do not doubt the honesty of online vendors (integ2)	10	20	30	40	50	60	70	
6-3	I expect that most of the times online vendors will keep promises they make.(integ3)	10	20	30	40	50	60	70	
6-4	I expect that usually the advice given by online vendors is their best judgment.	10	20	30	40	50	60	70	

(integ4)

6-5	I expect that typically I can count on online vendors to consider how their actions affect me.(benev1)	10	20	30	40	50	60	70
6-6	I expect that in general the intentions of online vendors are benevolent (benev2)	10	20	30	40	50	60	70
		1 = Strongly Disagree		4 = Neither Agree Nor Disagree			7 = Strongly Agree	
6-7	I expect that most of the time online vendors put customers' interests before their own (benev3)	10	20	30	40	50	60	70
6-8	I expect that usually online vendors are well meaning.(benev4)	10	20	30	40	50	60	70
6-9	Most of online vendors are competent. (abil1)	10	20	30	40	50	60	70
6-10	The majority of online vendors understand the market they work in.(abil2)	10	20	30	40	50	60	70
6-11	Most of online vendors know about the products and services they sell (abil3)	10	20	30	40	50	60	70
6-12	The majority of online vendors know how to provide excellent service (abil4)	10	20	30	40	50	60	70
6-13	In most cases I am quite certain about what online vendors will do.(pred1)	10	20	30	40	50	60	70
6-14	Generally, I am quite certain what to expect from online vendors (pred2)	10	20	30	40	50	60	70

SECTION VII. GENERAL ISSUES

7-1 Think about Internet shopping (defined as searching for product/service information or as purchasing a product/service). Indicate your agreement or disagreement with the following statements about your preference for the shopping website:

I prefer a shopping website that conveys a sense of:		1 = Strongly Disagree		4 = Neither Agree Nor Disagree			7 = Strongly Agree	
A	Human warmth (pres1)	10	20	30	40	50	60	70
B	Human sensitivity (pres2)	10	20	30	40	50	60	70
C	Human contact (pres3)	10	20	30	40	50	60	70
D	Being personal (pres4)	10	20	30	40	50	60	70
E	Being sociable (pres5)	10	20	30	40	50	60	70

7-2 Take a moment to think about your relationship with other people in general. Indicate your agreement or disagreement with the following statements:

		1 = Strongly Disagree		4 = Neither Agree Nor Disagree			7 = Strongly Agree	
A	Generally speaking, most people can be trusted. (trusto1)	10	20	30	40	50	60	70
B	Most of the time people try to be helpful. (trusto2)	10	20	30	40	50	60	70
C	Most people would try to take advantage of you if they got the chance. (trusto3)	10	20	30	40	50	60	70
D	Generally, you can't be too careful in dealing with people. (trusto4)	10	20	30	40	50	60	70
E	People are mostly just looking out for themselves. (trusto5)	10	20	30	40	50	60	70
F	Most people try to be fair (trusto6)	10	20	30	40	50	60	70

SECTION VIII: MORE FEATURES OF ONLINE SHOPPING

How strongly, if at all, do the following aspects of a website encourage you to shop at a particular site?

- Read through the list and click on the **THREE LEAST ENCOURAGING** aspects
- Go through the list and then rate all 16 aspects from 1 (does not at all encourage me) to 7 (strongly encourages me).

		LEAST Encouraging		1 = Does Not At All Encourage Me				7 = Strongly Encourages Me	
8-1	The company offering the	0	10	20	30	40	50	60	70

	product/service guarantees that my personal purchase information will not be shared with other people or organizations (attr37r)								
8-2	Allows email to the company or to a company representative (attr38r)	O	10	20	30	40	50	60	70
8-3	Has one or more animated characters that move or speak (attr39r)	O	10	20	30	40	50	60	70
8-4	The products are guaranteed to be in stock. (attr40r)	O	10	20	30	40	50	60	70
8-5	Has photos of real people (attr41r)	O	10	20	30	40	50	60	70
8-6	Has video of real people (attr42r)	O	10	20	30	40	50	60	70
8-7	The site came online just recently (attr43r)	O	10	20	30	40	50	60	70
8-8	The site presents both benefits and drawbacks of products and services (attr44r)	O	10	20	30	40	50	60	70
		LEAST	1 = Does Not At				7 = Strongly		
		Encouraging	All Encourage Me				Encourages Me		
8-9	The site carries top-brand products and services (attr45r)	O	10	20	30	40	50	60	70
8-10	Has photos of products (attr46r)	O	10	20	30	40	50	60	70
8-11	There is a guarantee that my credit card information would be safely and securely protected (attr47r)	O	10	20	30	40	50	60	70
8-12	Uses music (attr48r)	O	10	20	30	40	50	60	70
8-13	Uses sounds other than music (attr49r)	O	10	20	30	40	50	60	70
8-14	There is a money-back guarantee. ((attr50r)	O	10	20	30	40	50	60	70
8-15	Uses a lot of graphics (attr51r)	O	10	20	30	40	50	60	70
8-16	Products can be easily compared (attr52r)	O	10	20	30	40	50	60	70

8-17	Has video of products (attr53r)	<input type="radio"/>	10	20	30	40	50	60	70
8-18	Uses a lot of color (attr54r)	<input type="radio"/>	10	20	30	40	50	60	70
8-19	The company offering the product/service guarantees that my credit card information would not be abused. (attr55r)	<input type="radio"/>	10	20	30	40	50	60	70

JUST A FEW MORE QUESTIONS, YOU ARE ALMOST FINISHED.

SECTION IX: BACKGROUND INFORMATION

9-1 What is your gender? (gender)

- ☐ Male
- ☐ Female

9-2 How old are you (in years)? (age)

9-3 What is your marital status? (marital)

- ☐ Single, never been married
- ☐ Married
- ☐ Separated/Divorced
- ☐ Widowed

9-4 In what state is your permanent address at this current time? (res)

9-5 Were your grandparents born in the U.S.A.? (grands)

- ☐ Yes, all four of them
- ☐ Yes, 1, 2, or 3 of them
- ☐ None of them
- ☐ Don't know

9-6 Were your parents born in the U.S.A.? (parents)

- ☐ Neither
- ☐ My mother
- ☐ My father
- ☐ Both
- ☐ Don't know

9-7 Were you born in the U.S.A.? (born)

- ☐ Yes (go to Q37)
- ☐ No (go to Q33)
- ☐ Don't know

9-8 What is your country of citizenship? (citiz)

- ☐ USA
- ☐ If other than USA, please list _____

9-9 What was the last year of education you completed? (educ)

- ☐ Some high school
- ☐ High school
- ☐ Technical School/Training (such as auto mechanic)
- ☐ Some college/university
- ☐ College/university graduate
- ☐ Graduate or professional school

9-10 What is your current employment? [CHECK ALL THAT APPLY]

- ☐ Employed-full time **(full)**
- ☐ Employed-part time **(part)**
- ☐ Self employed **(self)**
- ☐ Temporarily unemployed **[GO TO 9-13] (unemploy)**
- ☐ Full time student **(student)**
- ☐ Homemaker/housewife **(housewife)**
- ☐ Retired **(retired)**

9-11 (IF EMPLOYED) What is your occupation? (occup)

- ☐ Professional
- ☐ Managerial/Executive
- ☐ Sales
- ☐ Clerical
- ☐ Labor with technical training
- ☐ Labor without technical training
- ☐ Other (please specify) _____ **(occupoe)**

9-12 Please indicate which of the following categories best represents your annual household income before taxes. (income)

- ☐ \$10,000 or less
- ☐ \$10,001 to \$20,000
- ☐ \$20,001 to \$30,000
- ☐ \$30,001 to \$40,000
- ☐ \$40,001 to \$50,000
- ☐ \$50,001 to \$75,000
- ☐ \$75,001 to \$100,000
- ☐ more than \$100,000

9-13 How many people live in your household, including yourself (please enter the number)? (hhsiz)

9-14 Please indicate whether you own each of the following items. [INDICATE ONE RESPONSE FOR EACH]

	Yes	No	Don't Know
a A personal computer (pc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b A DVD player (dvd)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c A high-definition TV (HDTV) (hdtv)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d A Personal Digital Assistant (PDA) (pda)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e A MP3 player (mp3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9-15 Please indicate the type of Internet connection you use most frequently: (connect)

- ☐ dial-up connection (slower)
- ☐ DSL/LAN/Cable connection (faster)
- ☐ don't know

THANK YOU FOR YOUR HELP!

APPENDIX B

Appendix B: Trust Scale Pearson Correlation Matrices

B1. Trust-Integrity Inter-Item Pearson Correlation Matrix.

Variables	1	2	3	4
1. Generally, promises made by online vendors are likely to be reliable.	1.000	--	--	--
2. In general, I do not doubt the honesty of online vendors.	.679**	1.000	--	--
3. I expect that most of the times online vendors will keep promises they make.	.755**	.738**	1.000	--
4. I expect that usually the advice given by online vendors is their best judgment.	.628**	.599**	.746**	1.000

** Significant Correlation ($p < .01$).

B2. Trust-Benevolence Inter-Item Pearson Correlation Matrix.

Variables	1	2	3	4
1. I expect that typically I can count on online vendors to consider how their actions affect me.	1.000	--	--	--
2. I expect that in general the intentions of online vendors are benevolent.	.567**	1.000	--	--
3. I expect that most of the time online vendors put customers' interests before their own.	.565**	.594**	1.000	--
4. I expect that usually online vendors are well meaning.	.573**	.596**	.572**	1.000

** Significant Correlation ($p < .01$).

B3. Trust-Ability Inter-Item Pearson Correlation Matrix.

Variables	1	2	3	4
1. Most online vendors are competent.	1.000	--	--	--
2. The majority of online vendors understand the market they work in.	.687**	1.000	--	--
3. Most online vendors know about the products and services they sell.	.601**	.781**	1.000	--
4. The majority of online vendors know how to provide excellent service.	.531**	.534**	.566**	1.000

** Significant Correlation ($p < .01$).

B4. Trust-Predictability Inter-Item Pearson Correlation Matrix.

Variables	1	2
1. In most cases I am quite certain about what online vendors will do.	1.000	--
2. Generally, I am quite certain what to expect from online vendors.	.791**	1.000

** Significant Correlation ($p < .01$).

C2. Purchase: 'Best Fit' Case Order

Proximities

Case Processing Summary ^a

Cases					
Valid		Missing		Total	
N	Percent	N	Percent	N	Percent
441	100.0%	0	.0%	441	100.0%

a. Squared Euclidean Distance used

Solution

Fit

:
:
:

Fit				
Solution ID	SSDif	Normalized SSDif	Cophenetic Correlation	Random Seed
58fe182f5bf2454802782aa2d4a718	1.35E+011	493.269200	.255301	1769146060

Object Order

:
:
:
:

423, 407, 390, 212, 15, 19, 255, 418, 101, 339, 435, 30, 17, 69, 410, 77, 381, 399, 326, 102, 301, 1, 439, 16, 171, 41, 223, 392, 187, 397, 120, 405, 327, 421, 27, 136, 286, 299, 12, 253, 98, 259, 121, 263, 210, 341, 114, 139, 401, 249, 295, 96, 151, 348, 425, 330, 37, 254, 31, 199, 125, 222, 266, 22, 342, 426, 248, 414, 158, 415, 92, 438, 279, 195, 145, 356, 200, 367, 376, 284, 25, 105, 164, 234, 163, 183, 62, 228, 229, 90, 138, 86, 416, 45, 40, 221, 13, 239, 147, 28, 268, 175, 324, 305, 334, 29, 116, 225, 66, 285, 112, 22, 406, 391, 383, 430, 344, 93, 52, 388, 403, 287, 219, 278, 162, 89, 232, 398, 6, 68, 84, 408, 298, 361, 353, 43, 53, 230, 431, 437, 294, 317, 384, 59, 82, 91, 9, 182, 267, 33, 231, 424, 297, 357, 378, 11, 238, 296, 141, 39, 337, 220, 117, 124, 24, 338, 364, 46, 311, 67, 14, 6, 172, 441, 245, 197, 209, 55, 134, 379, 343, 240, 26, 130, 74, 404, 5, 360, 201, 44, 88, 440, 35, 157, 51, 271, 65, 412, 346, 152, 275, 409, 50, 242, 411, 251, 292, 196, 160, 56, 126, 73, 190, 104, 168, 170, 135, 417, 243, 85, 244, 76, 347, 47, 276, 205, 87, 72, 2, 316, 100, 206, 109, 241, 71, 264, 352, 140, 216, 75, 131, 70, 79, 78, 370, 395, 277, 129, 373, 323, 290, 365, 133, 385, 422, 33, 107, 333, 433, 235, 250, 213, 208, 137, 214, 176, 262, 149, 269, 119, 306, 188, 29, 191, 322, 307, 233, 202, 150, 58, 428, 369, 81, 83, 331, 318, 260, 413, 127, 169, 34, 165, 319, 193, 186, 246, 355, 54, 366, 180, 118, 377, 18, 289, 332, 274, 167, 432, 224, 281, 310, 328, 380, 173, 247, 148, 181, 340, 132, 419, 312, 97, 123, 382, 99, 94, 396, 111, 436, 106, 207, 389, 184, 257, 270, 103, 156, 350, 372, 37, 194, 203, 60, 155, 146, 42, 142, 288, 349, 217, 189, 159, 49, 272, 321, 95, 215, 153, 304, 144, 8, 2, 359, 179, 80, 174, 427, 363, 204, 345, 237, 393, 320, 354, 36, 351, 178, 302, 110, 273, 315, 108, 386, 185, 61, 314, 7, 122, 154, 177, 256, 3, 434, 387, 362, 265, 32, 280, 309, 143, 20, 368, 48, 115, 283, 429, 282, 420, 211, 128, 198, 113, 375, 218, 303, 291, 10, 192, 38, 1, 313, 21, 308, 64, 23, 40, 374, 336, 329, 400, 57, 4, 236, 300, 258, 394, 227, 261, 161, 358, 325

Note: The above entities are the object identifiers in the original proximity matrix

APPENDIX D

Appendix D: Cluster Analyses Results

D1. Visit: Initial Cluster Analysis

Cluster

Case Processing Summary ^{a,b}

Cases					
Valid		Missing		Total	
N	Percent	N	Percent	N	Percent
441	100.0	0	.0	441	100.0

a. Squared Euclidean Distance used

b. Ward Linkage

Frequency Table

Visit Cluster Solution

	Frequency	Percent	Valid Percent	Cumulative Percent
My Stuff	86	19.5	19.5	19.5
Some of Everything	84	19.0	19.0	38.5
Non-Browsers	53	12.0	12.0	50.6
Technos	41	9.3	9.3	59.9
Travelers	99	22.4	22.4	82.3
Media Mavens	55	12.5	12.5	94.8
Frequent Browsers	23	5.2	5.2	100.0
Total	441	100.0	100.0	

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
VISIT W/O PURCHASE:						
a. Clothing / Accessories * Ward Method	441	100.0%	0	.0%	441	100.0%
V--b. Books / Magazines * Ward Method	441	100.0%	0	.0%	441	100.0%
V--c. Travel Transportation (airlines, trains, buses, rental cars, highway hotels etc) * Ward Method	441	100.0%	0	.0%	441	100.0%
V--d. Travel Destinations (such as resorts, cruises, cities, historic or religious sites etc) * Ward Method	441	100.0%	0	.0%	441	100.0%
V--e. Health / Medical * Ward Method	441	100.0%	0	.0%	441	100.0%
V--f. Financial Services * Ward Method	441	100.0%	0	.0%	441	100.0%
V--g. Consumer Electronics (such as TV, VCR stereo, cellular phone) * Ward Method	441	100.0%	0	.0%	441	100.0%
V--h. Entertainment (such as CDs, DVDs, movies, theater) * Ward Method	441	100.0%	0	.0%	441	100.0%
V--i. Computer Hardware or Software * Ward Method	441	100.0%	0	.0%	441	100.0%
V--k. Home Appliances (such as refrigerator, washing machine) * Ward Method	441	100.0%	0	.0%	441	100.0%
V--l. Restaurants * Ward Method	441	100.0%	0	.0%	441	100.0%

Report

		VISIT W/O PURCHASE: a. Clothing / Accessories	V--b. Books / Magazines	V--c. Travel Transportation (airlines, trains, buses, rental cars, highway hotels etc)	V--d. Travel Destinations (such as resorts, cruises, cities, historic or religious sites etc)	V--e. Health / Medical	V--f. Financial Services	V--g. Consumer Electronics (such as TV, VCR stereo, cellular phone)	V--h. Entertainment (such as CDs, DVDs, movies, theater)	V--i. Computer Hardware or Software	V--k. Home Appliances (such as refrigerator, washing machine)	V--l. Restaurants
Ward Methc	Mean	3.6744	3.5116	2.5233	2.3140	1.6744	1.3605	2.5581	3.6163	2.0000	1.4884	2.3721
My Stuff	N	86	86	86	86	86	86	86	86	86	86	86
	Std. Deviat	1.04535	1.19552	.96682	.84382	.88706	.63083	1.09119	1.04227	.95794	.73154	1.11721
Some of Everything	Mean	3.6429	2.8214	3.8333	3.6190	3.0357	2.6667	3.2143	3.2024	2.7738	2.4405	3.5833
	N	84	84	84	84	84	84	84	84	84	84	84
	Std. Deviat	1.01368	1.01981	.97971	1.00486	.94991	.97355	.87909	1.05030	.82654	.93591	.95952
Non-Browsers	Mean	2.2264	2.1509	2.4906	2.0566	1.6038	1.6226	1.7358	1.7736	1.4906	1.2453	1.7925
	N	53	53	53	53	53	53	53	53	53	53	53
	Std. Deviat	.99308	.86372	1.12014	1.11657	.94746	1.00434	.83553	.89101	.72384	.51537	.90636
Technos	Mean	1.9756	2.2927	2.5610	2.1707	1.4878	1.6098	3.5610	3.0976	3.9024	2.2439	2.3902
	N	41	41	41	41	41	41	41	41	41	41	41
	Std. Deviat	.98711	1.00608	1.16294	.80319	.71141	.73750	1.07352	1.01992	.83081	1.11311	1.24254
Travelers	Mean	2.4141	2.8788	4.2424	4.0909	2.2828	1.7778	2.7071	3.0202	2.2323	1.5354	2.3131
	N	99	99	99	99	99	99	99	99	99	99	99
	Std. Deviat	1.14295	1.21448	.68647	.77051	1.07893	1.09317	1.09033	1.11557	1.05780	.70440	1.01666
Media Mavens	Mean	3.1818	4.0545	3.3273	3.2000	2.6727	2.4364	4.1455	4.5636	4.2182	2.4727	3.4545
	N	55	55	55	55	55	55	55	55	55	55	55
	Std. Deviat	1.27789	.82593	.98234	.96992	1.15557	1.19820	.80319	.60135	.78625	1.30319	1.13559
Frequent Browsers	Mean	4.4783	4.3043	4.5217	4.6087	4.5217	4.3043	4.6957	4.5217	4.6522	4.5652	4.1739
	N	23	23	23	23	23	23	23	23	23	23	23
	Std. Deviat	.59311	.97397	.66535	.49901	.73048	.92612	.55680	.66535	.57277	.78775	.98406
Total	Mean	3.0340	3.0703	3.3628	3.1474	2.3175	2.0454	3.0204	3.2993	2.7302	2.0045	2.7506
	N	441	441	441	441	441	441	441	441	441	441	441
	Std. Deviat	1.28496	1.23658	1.20600	1.23161	1.22433	1.19001	1.23474	1.24544	1.30983	1.15893	1.25821

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
VISIT W/O PURCHASE: a. Clothing / Accessories * Ward Method	Between Groups	(Combined) Linearity	234.121 18.127	6 1	39.020 18.127	34.394 15.978	.000 .000
		Deviation from Linearity	215.994	5	43.199	38.078	.000
	Within Groups		492.369	434	1.134		
	Total		726.490	440			
V--b. Books / Magazines * Ward Method	Between Groups	(Combined) Linearity	183.479 14.298	6 1	30.580 14.298	27.122 12.681	.000 .000
		Deviation from Linearity	169.181	5	33.836	30.010	.000
	Within Groups		489.341	434	1.128		
	Total		672.821	440			
V--c. Travel Transportation (airlines, trains, buses, rental cars, highway hotels etc) * Ward Method	Between Groups	(Combined) Linearity	253.457 75.346	6 1	42.243 75.346	47.435 84.608	.000 .000
		Deviation from Linearity	178.111	5	35.622	40.001	.000
	Within Groups		386.493	434	.891		
	Total		639.950	440			
V--d. Travel Destinations (such as resorts, cruises, cities, historic or religious sites etc) * Ward Method	Between Groups	(Combined) Linearity	317.992 96.997	6 1	52.999 96.997	65.826 120.473	.000 .000
		Deviation from Linearity	220.995	5	44.199	54.896	.000
	Within Groups		349.428	434	.805		
	Total		667.420	440			
V--e. Health / Medical * Ward Method	Between Groups	(Combined) Linearity	252.927 45.911	6 1	42.154 45.911	44.992 49.001	.000 .000
		Deviation from Linearity	207.016	5	41.403	44.190	.000
	Within Groups		406.629	434	.937		
	Total		659.556	440			
V--f. Financial Services * Ward Method	Between Groups	(Combined) Linearity	222.884 44.667	6 1	37.147 44.667	40.284 48.439	.000 .000
		Deviation from Linearity	178.217	5	35.643	38.653	.000
	Within Groups		400.209	434	.922		
	Total		623.093	440			
V--g. Consumer Electronics (such as TV, VCR stereo, cellular phone) * Ward Method	Between Groups	(Combined) Linearity	264.854 82.537	6 1	44.142 82.537	47.191 88.237	.000 .000
		Deviation from Linearity	182.317	5	36.463	38.982	.000
	Within Groups		405.963	434	.935		
	Total		670.816	440			
V--h. Entertainment (such as CDs, DVDs, movies, theater) * Ward Method	Between Groups	(Combined) Linearity	264.474 27.914	6 1	44.079 27.914	45.765 28.982	.000 .000
		Deviation from Linearity	236.560	5	47.312	49.121	.000
	Within Groups		418.016	434	.963		
	Total		682.490	440			
V--i. Computer Hardware or Software * Ward Method	Between Groups	(Combined) Linearity	415.076 152.625	6 1	69.179 152.625	88.354 194.928	.000 .000
		Deviation from Linearity	262.451	5	52.490	67.039	.000
	Within Groups		339.813	434	.783		
	Total		754.889	440			
V--k. Home Appliances (such as refrigerator, washing machine) * Ward Method	Between Groups	(Combined) Linearity	256.440 49.753	6 1	42.740 49.753	55.280 64.350	.000 .000
		Deviation from Linearity	206.688	5	41.338	53.466	.000
	Within Groups		335.551	434	.773		
	Total		591.991	440			
V--l. Restaurants * Ward Method	Between Groups	(Combined) Linearity	217.346 12.422	6 1	36.224 12.422	32.806 11.250	.000 .001
		Deviation from Linearity	204.924	5	40.985	37.118	.000
	Within Groups		479.216	434	1.104		
	Total		696.562	440			

Measures of Association

	R	R Squared	Eta	Eta Squared
VISIT W/O PURCHASE:				
a. Clothing / Accessories * Ward Method	-.158	.025	.568	.322
V--b. Books / Magazines * Ward Method	.146	.021	.522	.273
V--c. Travel Transportation (airlines, trains, buses, rental cars, highway hotels etc) * Ward Method	.343	.118	.629	.396
V--d. Travel Destinations (such as resorts, cruises, cities, historic or religious sites etc) * Ward Method	.381	.145	.690	.476
V--e. Health / Medical * Ward Method	.264	.070	.619	.383
V--f. Financial Services * Ward Method	.268	.072	.598	.358
V--g. Consumer Electronics (such as TV, VCR stereo, cellular phone) * Ward Method	.351	.123	.628	.395
V--h. Entertainment (such as CDs, DVDs, movies, theater) * Ward Method	.202	.041	.623	.388
V--i. Computer Hardware or Software * Ward Method	.450	.202	.742	.550
V--k. Home Appliances (such as refrigerator, washing machine) * Ward Method	.290	.084	.658	.433
V--l. Restaurants * Ward Method	.134	.018	.559	.312

D2. Visit: First Hold Out Sample

Cluster

Case Processing Summary^{a,b}

Cases					
Valid		Missing		Total	
N	Percent	N	Percent	N	Percent
341	100.0	0	.0	341	100.0

a. Squared Euclidean Distance used

b. Ward Linkage

Frequency Table

Ward Method

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	35	10.3	10.3	10.3
2	57	16.7	16.7	27.0
3	60	17.6	17.6	44.6
4	52	15.2	15.2	59.8
5	55	16.1	16.1	76.0
6	72	21.1	21.1	97.1
7	10	2.9	2.9	100.0
Total	341	100.0	100.0	

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
VISIT W/O PURCHASE:						
a. Clothing / Accessories * Ward Method	341	100.0%	0	.0%	341	100.0%
V--b. Books / Magazines * Ward Method	341	100.0%	0	.0%	341	100.0%
V--c. Travel Transportation (airlines, trains, buses, rental cars, highway hotels etc) * Ward Method	341	100.0%	0	.0%	341	100.0%
V--d. Travel Destinations (such as resorts, cruises, cities, historic or religious sites etc) * Ward Method	341	100.0%	0	.0%	341	100.0%
V--e. Health / Medical * Ward Method	341	100.0%	0	.0%	341	100.0%
V--f. Financial Services Ward Method	341	100.0%	0	.0%	341	100.0%
V--g. Consumer Electronics (such as TV, VCR stereo, cellular phone) * Ward Method	341	100.0%	0	.0%	341	100.0%
V--h. Entertainment (such as CDs, DVDs, movies, theater) * Ward Method	341	100.0%	0	.0%	341	100.0%
V--i. Computer Hardware or Software * Ward Method	341	100.0%	0	.0%	341	100.0%
V--k. Home Appliances (such as refrigerator, washing machine) * Ward Method	341	100.0%	0	.0%	341	100.0%
V--l. Restaurants * Ward Method	341	100.0%	0	.0%	341	100.0%

Report

			V--c. Travel Transportation (airlines, trains, buses, rental cars, highway hotels etc)	V--d. Travel Destinations (such as resorts, cruises, cities historic or religious sites/ etc)	V--e. Health Medical Services	V--f. Financial Services	V--g. Consumer Electronics such as TV, VCR stereo, cellular phone)	V--h. Entertainment such as CDs DVDs, movies, theater)	V--i. Computer Hardware or Software	V--k. Home Appliances (such as refrigerator, washing machine)	V--l. Restaurants	
Ward Meth	VISIT W/O PURCHASE: a. Clothing / Accessories	b. Books Magazines										
1	Mean N Std. Deviat	2.1714 35 .95442	1.7714 35 .80753	2.7143 35 1.10004	2.2571 35 1.17180	1.8857 35 1.10537	1.2000 35 .47279	1.4571 35 .74134	2.0571 35 1.02736	1.4571 35 .70054	1.1714 35 .45282	1.4857 35 .70174
2	Mean N Std. Deviat	3.4912 57 .90874	2.7018 57 .96297	4.3860 57 .70088	4.2456 57 .73874	2.1579 57 .95971	1.6842 57 .71108	2.9474 57 .91459	2.9825 57 1.04354	2.2281 57 .80217	1.8772 57 .84664	3.1579 57 .97814
3	Mean N Std. Deviat	4.0333 60 .84305	3.3500 60 1.16190	2.7333 60 1.02290	2.3667 60 .88234	1.5667 60 .72174	1.8167 60 1.21421	2.1833 60 .91117	2.8833 60 1.13633	1.5833 60 .67124	1.3500 60 .68458	2.5000 60 1.08143
4	Mean N Std. Deviat	2.5192 52 1.17974	3.3462 52 1.20269	2.3077 52 1.03920	2.1538 52 .93692	1.8654 52 .97073	1.3462 52 .51960	3.7692 52 1.14815	3.7692 52 1.14815	3.9615 52 .81557	2.0577 52 1.21128	2.7500 52 1.31171
5	Mean N Std. Deviat	1.6000 55 .80737	2.5818 55 1.10035	3.6909 55 .90006	3.4545 55 .81236	2.0727 55 1.05153	2.0182 55 1.22461	2.6909 55 .90006	3.0364 55 1.20129	2.5273 55 1.13618	1.7091 55 .85359	2.2909 55 .99392
6	Mean N Std. Deviat	3.4028 72 1.04355	3.5694 72 1.08545	3.7639 72 .99990	3.6389 72 .98303	3.3333 72 .90383	2.8611 72 .95395	3.8333 72 .85580	3.9028 72 .95179	3.5972 72 1.01620	2.6111 72 .98661	3.4306 72 1.11110
7	Mean N Std. Deviat	4.8000 10 .42164	4.6000 10 .96609	4.3000 10 .82327	4.6000 10 .51640	4.8000 10 .42164	4.8000 10 .42164	4.9000 10 .31623	4.6000 10 .69921	4.8000 10 .42164	4.9000 10 .31623	4.9000 10 .31623
Total	Mean N Std. Deviat	3.0176 341 1.29467	3.0381 341 1.23014	3.3607 341 1.19881	3.1466 341 1.21591	2.2933 341 1.19148	2.0000 341 1.17323	2.9883 341 1.24139	3.2405 341 1.22988	2.7126 341 1.31265	1.9560 341 1.11717	2.7771 341 1.24742

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
VISIT W/O PURCHASE	Between Groups (Combined)	265.644	6	44.274	48.603	.000
a. Clothing / Accessories	Within Groups	304.251	334	.911		
* Ward Method	Total	569.894	340			
V--b. Books / Magazines	Between Groups (Combined)	129.549	6	21.592	18.734	.000
Ward Method	Within Groups	384.955	334	1.153		
	Total	514.504	340			
V--c. Travel Transportation (airline, trains, buses, rental cars, highway hotels etc) *	Between Groups (Combined)	182.340	6	30.390	33.139	.000
Ward Method	Within Groups	306.293	334	.917		
	Total	488.633	340			
V--d. Travel Destinations (such as resorts, cruise cities, historic or religious sites etc) * Ward Method	Between Groups (Combined)	228.071	6	38.012	46.235	.000
	Within Groups	274.597	334	.822		
	Total	502.669	340			
V--e. Health / Medical	Between Groups (Combined)	191.453	6	31.909	36.596	.000
Ward Method	Within Groups	291.222	334	.872		
	Total	482.674	340			
V--f. Financial Services	Between Groups (Combined)	184.139	6	30.690	36.111	.000
Ward Method	Within Groups	283.861	334	.850		
	Total	468.000	340			
V--g. Consumer Electronics (such as VCR stereo, cellular phone) * Ward Method	Between Groups (Combined)	245.566	6	40.928	49.104	.000
	Within Groups	278.387	334	.833		
	Total	523.953	340			
V--h. Entertainment (such as CDs, DVDs, movies, theater) * Ward Method	Between Groups (Combined)	127.353	6	21.225	18.322	.000
	Within Groups	386.929	334	1.158		
	Total	514.282	340			
V--i. Computer Hardware or Software * Ward Method	Between Groups (Combined)	327.980	6	54.663	70.805	.000
	Within Groups	257.856	334	.772		
	Total	585.836	340			
V--k. Home Appliances (such as refrigerator, washing machine) * Ward Method	Between Groups (Combined)	165.395	6	27.566	35.556	.000
	Within Groups	258.945	334	.775		
	Total	424.340	340			
V--l. Restaurants * Ward Method	Between Groups (Combined)	160.092	6	26.682	24.153	.000
	Within Groups	368.970	334	1.105		
	Total	529.062	340			

Measures of Association

	Eta	Eta Squared
VISIT W/O PURCHASE:		
a. Clothing / Accessories * Ward Method	.683	.466
V--b. Books / Magazines * Ward Method	.502	.252
V--c. Travel Transportation (airlines, trains, buses, rental cars, highway hotels etc) * Ward Method	.611	.373
V--d. Travel Destinations (such as resorts, cruises, cities, historic or religious sites etc) * Ward Method	.674	.454
V--e. Health / Medical * Ward Method	.630	.397
V--f. Financial Services * Ward Method	.627	.393
V--g. Consumer Electronics (such as TV, VCR stereo, cellular phone) * Ward Method	.685	.469
V--h. Entertainment (such as CDs, DVDs, movies, theater) * Ward Method	.498	.248
V--i. Computer Hardware or Software * Ward Method	.748	.560
V--k. Home Appliances (such as refrigerator, washing machine) * Ward Method	.624	.390
V--l. Restaurants * Ward Method	.550	.303

D3. Visit: Second Hold Out Sample

Cluster

Case Processing Summary^{a,b}

Cases					
Valid		Missing		Total	
N	Percent	N	Percent	N	Percent
341	100.0	0	.0	341	100.0

a. Squared Euclidean Distance used

b. Ward Linkage

Frequency Table

Ward Method

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	93	27.3	27.3	27.3
2	33	9.7	9.7	37.0
3	65	19.1	19.1	56.0
4	49	14.4	14.4	70.4
5	49	14.4	14.4	84.8
6	34	10.0	10.0	94.7
7	18	5.3	5.3	100.0
Total	341	100.0	100.0	

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
VISIT W/O PURCHASE:						
a. Clothing / Accessories * Ward Method	341	100.0%	0	.0%	341	100.0%
V--b. Books / Magazines * Ward Method	341	100.0%	0	.0%	341	100.0%
V--c. Travel Transportation (airlines, trains, buses, rental cars, highway hotels etc) * Ward Method	341	100.0%	0	.0%	341	100.0%
V--d. Travel Destinations (such as resorts, cruises, cities, historic or religious sites etc) * Ward Method	341	100.0%	0	.0%	341	100.0%
V--e. Health / Medical * Ward Method	341	100.0%	0	.0%	341	100.0%
V--f. Financial Services Ward Method	341	100.0%	0	.0%	341	100.0%
V--g. Consumer Electronics (such as TV, VCR stereo, cellular phone) * Ward Method	341	100.0%	0	.0%	341	100.0%
V--h. Entertainment (such as CDs, DVDs, movies, theater) * Ward Method	341	100.0%	0	.0%	341	100.0%
V--i. Computer Hardware or Software * Ward Method	341	100.0%	0	.0%	341	100.0%
V--k. Home Appliances (such as refrigerator, washing machine) * Ward Method	341	100.0%	0	.0%	341	100.0%
V--l. Restaurants * Ward Method	341	100.0%	0	.0%	341	100.0%

Report

			V--c. Travel Transportation (airlines, trains, buses, rental cars, etc)	V--d. Travel Destinations (such as resorts, cities historic or religious sites etc)		V--e. Health Services	V--f. Financial Services	V--g. Consumer Electronics (such as TV, VCR stereo, cellular phone)	V--h. Entertainment (such as CDs, DVDs, movies, theater)	V--i. Computer Hardware or Software	V--k. Home Appliances (such as refrigerator, washing machine)	V--l. Restaurants
Ward Methu	VISIT W/O PURCHASE: a. Clothing / Accessories / V--b. Books / Magazines											
	Mean	3.2581	3.2366	3.7742	3.6344	2.7419	2.7419	3.5591	3.5591	3.0860	2.6022	3.2258
	N	93	93	93	93	93	93	93	93	93	93	93
	Std. Deviation	.97694	.99343	.94557	.92999	1.07241	1.11222	.93788	1.08810	1.00710	.94570	1.04392
	Mean	2.4545	2.6364	1.6970	1.2121	1.5758	1.6667	2.0303	2.3333	1.7273	1.2121	1.7879
	N	33	33	33	33	33	33	33	33	33	33	33
	Std. Deviation	.97118	.92932	.84723	.41515	.83030	1.13652	.88335	1.10868	.83937	.41515	.96039
	Mean	3.2308	2.3692	3.8462	3.6000	2.1077	1.5385	2.0154	2.2923	1.8769	1.3538	2.6769
	N	65	65	65	65	65	65	65	65	65	65	65
	Std. Deviation	.99639	1.16685	.88795	.96501	1.04766	.83060	.90988	.91384	.81983	.59767	1.07685
4	Mean	2.4082	3.5102	2.7755	2.2653	2.2245	1.6735	3.7347	4.0408	3.9184	2.0000	2.6735
	N	49	49	49	49	49	49	49	49	49	49	49
	Std. Deviation	1.07855	1.15691	1.06586	.95253	1.21218	.82633	1.05624	.95654	1.01728	1.02062	1.31320
5	Mean	1.5714	2.5714	3.5714	3.4694	1.9388	1.8776	2.7143	3.1633	2.3878	1.7755	2.1020
	N	49	49	49	49	49	49	49	49	49	49	49
	Std. Deviation	.76376	1.25831	.84163	.76654	.87579	.94940	.86603	1.17875	.99617	.87238	.96274
6	Mean	4.4412	3.1471	2.6765	2.2941	1.3235	1.1765	2.5000	3.7059	1.7647	1.3824	2.2353
	N	34	34	34	34	34	34	34	34	34	34	34
	Std. Deviation	.74635	1.32876	1.03633	.71898	.47486	.45863	1.13485	.87141	.92307	.65202	1.10258
7	Mean	4.6111	4.4444	4.1667	4.3333	4.2778	3.7778	4.6111	4.7222	4.7222	4.1667	4.2778
	N	18	18	18	18	18	18	18	18	18	18	18
	Std. Deviation	.50163	.78382	.92355	.68599	.95628	1.35280	.60768	.46089	.46089	1.29479	.95828
Total	Mean	3.0000	3.0117	3.3255	3.0762	2.2581	2.0293	2.9707	3.2874	2.6979	1.9853	2.6979
	N	341	341	341	341	341	341	341	341	341	341	341
	Std. Deviation	1.26258	1.22469	1.16678	1.20296	1.18233	1.17286	1.21958	1.22934	1.28096	1.11266	1.22461

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
VISIT W/O PURCHASE	Between Groups (Combined)	253.976	6	42.329	49.086	.000
a. Clothing / Accessories	Within Groups	288.024	334	.862		
* Ward Method	Total	542.000	340			
V--b. Books / Magazines	Between Groups (Combined)	95.429	6	15.905	12.815	.000
Ward Method	Within Groups	414.525	334	1.241		
	Total	509.953	340			
V--c. Travel Transportation (airline, trains, buses, rental car, highway hotels etc) *	Between Groups (Combined)	168.707	6	28.118	31.926	.000
Ward Method	Within Groups	294.161	334	.881		
	Total	462.868	340			
V--d. Travel Destinations (such as resorts, cruise cities, historic or religious sites etc) *	Between Groups (Combined)	250.519	6	41.753	57.746	.000
Ward Method	Within Groups	241.499	334	.723		
	Total	492.018	340			
V--e. Health / Medical	Between Groups (Combined)	146.778	6	24.463	24.872	.000
Ward Method	Within Groups	328.512	334	.984		
	Total	475.290	340			
V--f. Financial Services	Between Groups (Combined)	154.320	6	25.720	27.412	.000
Ward Method	Within Groups	313.387	334	.938		
	Total	467.707	340			
V--g. Consumer Electronics (such as VCR stereo, cellular phone) *	Between Groups (Combined)	208.499	6	34.750	39.052	.000
Ward Method	Within Groups	297.208	334	.890		
	Total	505.707	340			
V--h. Entertainment (such as CDs, DVDs, movies, theater) *	Between Groups (Combined)	172.849	6	28.808	28.218	.000
Ward Method	Within Groups	340.986	334	1.021		
	Total	513.836	340			
V--i. Computer Hardware or Software *	Between Groups (Combined)	269.981	6	44.997	52.201	.000
Ward Method	Within Groups	287.908	334	.862		
	Total	557.889	340			
V--k. Home Appliances (such as refrigerator, washing machine) *	Between Groups (Combined)	181.210	6	30.202	42.080	.000
Ward Method	Within Groups	239.716	334	.718		
	Total	420.927	340			
V--l. Restaurants * Ward Method	Between Groups (Combined)	122.906	6	20.484	17.680	.000
	Within Groups	386.983	334	1.159		
	Total	509.889	340			

Measures of Association

	Eta	Eta Squared
VISIT W/O PURCHASE:		
a. Clothing / Accessories * Ward Method	.685	.469
V--b. Books / Magazines * Ward Method	.433	.187
V--c. Travel Transportation (airlines, trains, buses, rental cars, highway hotels etc) * Ward Method	.604	.364
V--d. Travel Destinations (such as resorts, cruises, cities, historic or religious sites etc) * Ward Method	.714	.509
V--e. Health / Medical * Ward Method	.556	.309
V--f. Financial Services * Ward Method	.574	.330
V--g. Consumer Electronics (such as TV, VCR stereo, cellular phone) * Ward Method	.642	.412
V--h. Entertainment (such as CDs, DVDs, movies, theater) * Ward Method	.580	.336
V--i. Computer Hardware or Software * Ward Method	.696	.484
V--k. Home Appliances (such as refrigerator, washing machine) * Ward Method	.656	.431
V--l. Restaurants * Ward Method	.491	.241

D4. Purchase: Initial Cluster Analysis

Cluster

Case Processing Summary^{a,b}

Cases					
Valid		Missing		Total	
N	Percent	N	Percent	N	Percent
441	100.0	0	.0	441	100.0

a. Squared Euclidean Distance used

b. Ward Linkage

Frequency Table

Purchase Cluster Solution

	Frequency	Percent	Valid Percent	Cumulative Percent
A Little Media	115	26.1	26.1	26.1
Media Mavens	33	7.5	7.5	33.6
My Stuff	54	12.2	12.2	45.8
Travel and Entertainment	67	15.2	15.2	61.0
Non-Shoppers	52	11.8	11.8	72.8
Flyers	67	15.2	15.2	88.0
Heavy Shoppers	53	12.0	12.0	100.0
Total	441	100.0	100.0	

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
PURCHASE?: a. Clothing / Accessories * Ward Method	441	100.0%	0	.0%	441	100.0%
P--b. Books / Magazines * Ward Method	441	100.0%	0	.0%	441	100.0%
P--c. Travel Transportation (airlines, trains, buses, rental cars, highway hotels etc) * Ward Method	441	100.0%	0	.0%	441	100.0%
P--d. Travel Destinations (such as resorts, cruises, cities, historic or religious sites etc) * Ward Method	441	100.0%	0	.0%	441	100.0%
P--e. Health / Medical * Ward Method	441	100.0%	0	.0%	441	100.0%
P--f. Financial Services Ward Method	441	100.0%	0	.0%	441	100.0%
P--g. Consumer Electronics (such as TV, VCR stereo, cellular phone) * Ward Method	441	100.0%	0	.0%	441	100.0%
P--h. Entertainment (such as CDs, DVDs, movies, theater) * Ward Method	441	100.0%	0	.0%	441	100.0%
P--i. Computer Hardware or Software * Ward Method	441	100.0%	0	.0%	441	100.0%
P--k. Home Appliances (such as refrigerator, washing machine) * Ward Method	441	100.0%	0	.0%	441	100.0%
P--l. Restaurants * Ward Method	441	100.0%	0	.0%	441	100.0%

Report

			P--c. Travel Transportation (airlines, trains, buses, rental cars, highway hotels etc)	P--d. Travel Destinations (such as resorts, cruises, cities historic or religious sites etc)	P--e. Health Medical	P--f. Financial Services	P--g. Consumer Electronics such as TV, VCR stereo, cellular phone)	P--h. Entertainment such as CDs, DVDs, movies, theater)	P--i. Computer Hardware Software refrigerator, washing machine)	P--k. Home Appliances (such as refrigerator, washing machine)	P--l. Restaurants	
Ward Meth	PURCHASE? a. Clothing / Accessories	P--b. Books Magazines										
A Little Mer	Mean N Std. Deviation	1.7826 115 .82486	2.8783 115 1.02724	2.6087 115 1.01477	1.8522 115 .88102	1.1652 115 .39582	1.2348 115 .55140	2.0783 115 .98362	2.7826 115 1.12220	2.3913 115 1.08979	1.1565 115 .43106	1.6000 115 .98051
Media Mavens	Mean N Std. Deviation	2.6667 33 .92421	3.7879 33 .99240	2.5152 33 1.20211	1.7576 33 .70844	1.9394 33 1.11634	1.3333 33 .59512	3.7879 33 1.08275	4.2727 33 .83937	4.0000 33 .90139	1.5758 33 .83030	1.8182 33 .91701
My Stuff	Mean N Std. Deviation	3.4815 54 1.07705	4.2593 54 .73164	3.1296 54 1.22930	1.9074 54 1.15364	1.2963 54 .57065	1.4259 54 .83783	2.0741 54 .96840	3.9630 54 .82332	2.1667 54 1.04159	1.1296 54 .39076	1.4815 54 .74582
Travel and Entertainment	Mean N Std. Deviation	2.4925 67 1.19814	2.8657 67 1.21724	3.9403 67 .81428	3.6119 67 .81567	1.4925 67 .95937	1.2239 67 .57263	1.8657 67 1.16639	3.5373 67 .98977	1.9701 67 1.08670	1.1642 67 .51041	2.0299 67 1.31391
Non-Shoppers	Mean N Std. Deviation	1.9808 52 1.11127	1.7115 52 .87080	1.4038 52 .63430	1.2115 52 .45747	1.4038 52 .91308	1.0385 52 .19418	1.3462 52 .73790	1.4038 52 .63430	1.3269 52 .61743	1.0192 52 .13868	1.0769 52 .26907
Flyers	Mean N Std. Deviation	2.3881 67 .85201	1.5672 67 .72245	3.3582 67 .89952	2.2985 67 1.05909	1.2687 67 .56628	1.2388 67 .57970	1.3582 67 .54220	1.5075 67 .70438	1.3284 67 .63694	1.0000 67 .00000	1.4776 67 .76591
Heavy Shoppers	Mean N Std. Deviation	3.2075 53 1.00687	2.9245 53 1.12402	3.8491 53 .94861	3.3019 53 1.06672	2.3962 53 .83986	2.6038 53 1.02544	3.2075 53 .92733	3.0000 53 1.00000	3.2075 53 .96792	2.1321 53 .96152	2.4340 53 .97091
Total	Mean N Std. Deviation	2.4512 441 1.14535	2.7823 441 1.28726	2.9887 441 1.23670	2.2857 441 1.20038	1.4807 441 .83133	1.4059 441 .78963	2.1134 441 1.17583	2.8231 441 1.32133	2.2313 441 1.21581	1.2630 441 .62430	1.6871 441 .99409

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
PURCHASE?: a. Clothing / Accessories * Ward Method	Between Groups	(Combined)	152.467	6	25.411	25.966	.000
		Linearity	31.016	1	31.016	31.693	.000
		Deviation from Linearity	121.451	5	24.290	24.820	.000
	Within Groups		424.734	434	.979		
	Total		577.202	440			
P--b. Books / Magazines * Ward Method	Between Groups	(Combined)	312.311	6	52.052	54.201	.000
		Linearity	70.878	1	70.878	73.804	.000
		Deviation from Linearity	241.433	5	48.287	50.280	.000
	Within Groups		416.791	434	.960		
	Total		729.102	440			
P--c. Travel Transportation (airlines, trains, buses, rental cars, highway hotels etc) * Ward Method	Between Groups	(Combined)	264.741	6	44.124	46.912	.000
		Linearity	33.694	1	33.694	35.823	.000
		Deviation from Linearity	231.047	5	46.209	49.130	.000
	Within Groups		408.202	434	.941		
	Total		672.943	440			
P--d. Travel Destinations (such as resorts, cruises, cities, historic or religious sites etc) * Ward Method	Between Groups	(Combined)	271.132	6	45.189	54.047	.000
		Linearity	49.121	1	49.121	58.750	.000
		Deviation from Linearity	222.011	5	44.402	53.106	.000
	Within Groups		362.868	434	.836		
	Total		634.000	440			
P--e. Health / Medical * Ward Method	Between Groups	(Combined)	67.978	6	11.330	20.826	.000
		Linearity	20.489	1	20.489	37.662	.000
		Deviation from Linearity	47.489	5	9.498	17.458	.000
	Within Groups		236.108	434	.544		
	Total		304.086	440			
P--f. Financial Services * Ward Method	Between Groups	(Combined)	90.724	6	15.121	35.738	.000
		Linearity	22.575	1	22.575	53.358	.000
		Deviation from Linearity	68.148	5	13.630	32.214	.000
	Within Groups		183.621	434	.423		
	Total		274.345	440			
P--g. Consumer Electronics (such as TV, VCR stereo, cellular phone) * Ward Method	Between Groups	(Combined)	229.136	6	38.189	43.709	.000
		Linearity	2.024	1	2.024	2.317	.129
		Deviation from Linearity	227.112	5	45.422	51.987	.000
	Within Groups		379.195	434	.874		
	Total		608.331	440			
P--h. Entertainment (such as CDs, DVDs, movies, theater) * Ward Method	Between Groups	(Combined)	396.245	6	66.041	77.056	.000
		Linearity	67.187	1	67.187	78.393	.000
		Deviation from Linearity	329.059	5	65.812	76.789	.000
	Within Groups		371.959	434	.857		
	Total		768.204	440			
P--i. Computer Hardware or Software * Ward Method	Between Groups	(Combined)	258.641	6	43.107	47.754	.000
		Linearity	16.546	1	16.546	18.330	.000
		Deviation from Linearity	242.095	5	48.419	53.639	.000
	Within Groups		391.767	434	.903		
	Total		650.408	440			
P--k. Home Appliances (such as refrigerator, washing machine) * Ward Method	Between Groups	(Combined)	53.901	6	8.984	33.158	.000
		Linearity	6.496	1	6.496	23.976	.000
		Deviation from Linearity	47.405	5	9.481	34.994	.000
	Within Groups		117.586	434	.271		
	Total		171.488	440			
P--l. Restaurants * Ward Method	Between Groups	(Combined)	63.458	6	10.576	12.360	.000
		Linearity	4.212	1	4.212	4.923	.027
		Deviation from Linearity	59.246	5	11.849	13.848	.000
	Within Groups		371.358	434	.856		
	Total		434.816	440			

Measures of Association

	R	R Squared	Eta	Eta Squared
PURCHASE?: a. Clothing / Accessories * Ward Method	.232	.054	.514	.264
P--b. Books / Magazines * Ward Method	-.312	.097	.654	.428
P--c. Travel Transportation (airlines, trains, buses, rental cars, highway hotels etc) * Ward Method	.224	.050	.627	.393
P--d. Travel Destinations (such as resorts, cruises, cities, historic or religious sites etc) * Ward Method	.278	.077	.654	.428
P--e. Health / Medical * Ward Method	.260	.067	.473	.224
P--f. Financial Services * Ward Method	.287	.082	.575	.331
P--g. Consumer Electronics (such as TV, VCR stereo, cellular phone) * Ward Method	-.058	.003	.614	.377
P--h. Entertainment (such as CDs, DVDs, movies, theater) * Ward Method	-.296	.087	.718	.516
P--i. Computer Hardware or Software * Ward Method	-.159	.025	.631	.398
P--k. Home Appliances (such as refrigerator, washing machine) * Ward Method	.195	.038	.561	.314
P--l. Restaurants * Ward Method	.098	.010	.382	.146

D5. Purchase: First Hold Out Sample

Cluster

Case Processing Summary^{a,b}

Cases					
Valid		Missing		Total	
N	Percent	N	Percent	N	Percent
341	100.0	0	.0	341	100.0

a. Squared Euclidean Distance used

b. Ward Linkage

Frequency Table

Ward Method

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	53	15.5	15.5	15.5
2	56	16.4	16.4	32.0
3	65	19.1	19.1	51.0
4	53	15.5	15.5	66.6
5	40	11.7	11.7	78.3
6	30	8.8	8.8	87.1
7	44	12.9	12.9	100.0
Total	341	100.0	100.0	

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
PURCHASE?: a. Clothing / Accessories * Ward Method	341	100.0%	0	.0%	341	100.0%
P--b. Books / Magazines * Ward Method	341	100.0%	0	.0%	341	100.0%
P--c. Travel Transportation (airlines, trains, buses, rental cars, highway hotels etc) * Ward Method	341	100.0%	0	.0%	341	100.0%
P--d. Travel Destinations (such as resorts, cruises, cities, historic or religious sites etc) * Ward Method	341	100.0%	0	.0%	341	100.0%
P--e. Health / Medical * Ward Method	341	100.0%	0	.0%	341	100.0%
P--f. Financial Services Ward Method	341	100.0%	0	.0%	341	100.0%
P--g. Consumer Electronics (such as TV, VCR stereo, cellular phone) * Ward Method	341	100.0%	0	.0%	341	100.0%
P--h. Entertainment (such as CDs, DVDs, movies, theater) * Ward Method	341	100.0%	0	.0%	341	100.0%
P--i. Computer Hardware or Software * Ward Method	341	100.0%	0	.0%	341	100.0%
P--k. Home Appliances (such as refrigerator, washing machine) * Ward Method	341	100.0%	0	.0%	341	100.0%
P--l. Restaurants * Ward Method	341	100.0%	0	.0%	341	100.0%

Report

			P--c. Travel Transportation (airlines, resorts, trains, buses, rental cars, highway hotels etc)	P--d. Travel Destinations (such as historic or religious sites etc)		P--f. Financial Services	P--g. Consumer Electronics such as TV, VCR stereo, cellular phone)	P--h. Entertainment such as CDs, DVDs, movies, theater)	P--i. Computer Hardware Software refrigerator, washing machine)	P--k. Home Appliances (such as washing machine)	P--l. Restaurants	
Ward Meth	PURCHASE? a. Clothing / Accessories	P--b. Books Magazines			P--e. Health Medical							
1	Mean N Std. Deviat	2.0189 53 .82019	1.7736 53 .91234	3.6226 53 .79000	2.3019 53 1.15334	1.3019 53 .60717	1.2453 53 .61724	1.3962 53 .59935	1.7358 53 .90194	1.3585 53 .65323	1.0000 53 .00000	1.5472 53 .84503
2	Mean N Std. Deviat	2.8214 56 1.14586	3.1429 56 1.06904	3.5714 56 .89152	2.9286 56 .98824	2.1964 56 1.01658	2.1607 56 1.07495	3.2500 56 .97701	3.2857 56 .94800	3.4464 56 .95193	1.9821 56 .96278	2.5179 56 .89425
3	Mean N Std. Deviat	2.9385 65 1.26091	3.0615 65 1.22317	3.8308 65 .89389	3.4000 65 .99687	1.4615 65 .75160	1.4154 65 .72656	1.7385 65 .97270	3.3846 65 .94691	1.9846 65 .97616	1.2154 65 .48387	2.1077 65 1.11975
4	Mean N Std. Deviat	2.0943 53 1.09657	1.7925 53 .86288	1.5283 53 .66806	1.3019 53 .50326	1.3962 53 .83986	1.0377 53 .19238	1.3396 53 .73231	1.3962 53 .59935	1.2264 53 .50541	1.0189 53 .13736	1.0943 53 .29510
5	Mean N Std. Deviat	2.3750 40 .97895	3.7750 40 1.20868	2.7750 40 1.16548	2.2500 40 1.14914	1.4250 40 .87376	1.4000 40 .84124	3.6000 40 .84124	4.2500 40 .74248	3.5250 40 .87669	1.3250 40 .76418	1.2000 40 .56387
6	Mean N Std. Deviat	2.6333 30 1.12903	3.8667 30 1.04166	2.4333 30 1.33089	1.2333 30 .43018	1.2333 30 .50401	1.1667 30 .46113	1.3667 30 .66868	4.0667 30 .78492	1.5333 30 .68145	1.0333 30 .18257	1.7667 30 1.19434
7	Mean N Std. Deviat	1.8182 44 .86998	2.7500 44 1.14374	2.0227 44 .79207	1.5455 44 .79107	1.1364 44 .34714	1.3182 44 .70785	2.3409 44 .98697	2.0682 44 .89955	2.5000 44 1.08906	1.1818 44 .39015	1.2727 44 .62370
Total	Mean N Std. Deviat	2.4076 341 1.13285	2.7918 341 1.30409	2.9179 341 1.25053	2.2610 341 1.20754	1.4809 341 .82091	1.4164 341 .79865	2.1349 341 1.20024	2.7947 341 1.32580	2.2170 341 1.21986	1.2698 341 .63054	1.6862 341 .97532

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
PURCHASE?: a. Clothing / Accessories * Ward Method	Between Groups (Combined)	57.975	6	9.663	8.530	.000
	Within Groups	378.365	334	1.133		
	Total	436.340	340			
P--b. Books / Magazines * Ward Method	Between Groups (Combined)	192.914	6	32.152	27.871	.000
	Within Groups	385.303	334	1.154		
	Total	578.217	340			
P--c. Travel Transportation (airline trains, buses, rental cars, highway hotels etc) * Ward Method	Between Groups (Combined)	249.869	6	41.645	49.353	.000
	Within Groups	281.832	334	.844		
	Total	531.701	340			
P--d. Travel Destinations (such as resorts, cruise cities, historic or religious sites etc) * Ward Method	Between Groups (Combined)	212.342	6	35.390	41.705	.000
	Within Groups	283.430	334	.849		
	Total	495.771	340			
P--e. Health / Medical * Ward Method	Between Groups (Combined)	37.960	6	6.327	11.054	.000
	Within Groups	191.166	334	.572		
	Total	229.126	340			
P--f. Financial Services * Ward Method	Between Groups (Combined)	42.482	6	7.080	13.561	.000
	Within Groups	174.386	334	.522		
	Total	216.868	340			
P--g. Consumer Electronics (such as TV, VCR stereo, cellular phones) * Ward Method	Between Groups (Combined)	247.722	6	41.287	56.966	.000
	Within Groups	242.073	334	.725		
	Total	489.795	340			
P--h. Entertainment (such as CDs, DVDs, movies, theater) * Ward Method	Between Groups (Combined)	355.674	6	59.279	81.830	.000
	Within Groups	241.956	334	.724		
	Total	597.630	340			
P--i. Computer Hardware or Software * Ward Method	Between Groups (Combined)	265.204	6	44.201	61.324	.000
	Within Groups	240.737	334	.721		
	Total	505.941	340			
P--k. Home Appliance (such as refrigerator, washing machine) * Ward Method	Between Groups (Combined)	37.944	6	6.324	21.723	.000
	Within Groups	97.235	334	.291		
	Total	135.179	340			
P--l. Restaurants * Ward Method	Between Groups (Combined)	87.043	6	14.507	20.498	.000
	Within Groups	236.383	334	.708		
	Total	323.425	340			

Measures of Association

	Eta	Eta Squared
PURCHASE?: a. Clothing / Accessories * Ward Method	.365	.133
P--b. Books / Magazines * Ward Method	.578	.334
P--c. Travel Transportation (airlines, trains, buses, rental cars, highway hotels etc) * Ward Method	.686	.470
P--d. Travel Destinations (such as resorts, cruises, cities, historic or religious sites etc) * Ward Method	.654	.428
P--e. Health / Medical * Ward Method	.407	.166
P--f. Financial Services * Ward Method	.443	.196
P--g. Consumer Electronics (such as TV, VCR stereo, cellular phone) * Ward Method	.711	.506
P--h. Entertainment (such as CDs, DVDs, movies, theater) * Ward Method	.771	.595
P--i. Computer Hardware or Software * Ward Method	.724	.524
P--k. Home Appliances (such as refrigerator, washing machine) * Ward Method	.530	.281
P--l. Restaurants * Ward Method	.519	.269

D6. Purchase: Second Hold Out Sample

Cluster

Case Processing Summary^{a,b}

Cases					
Valid		Missing		Total	
N	Percent	N	Percent	N	Percent
341	100.0	0	.0	341	100.0

a. Squared Euclidean Distance used

b. Ward Linkage

Frequency Table

Ward Method

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	36	10.6	10.6	10.6
2	38	11.1	11.1	21.7
3	84	24.6	24.6	46.3
4	36	10.6	10.6	56.9
5	52	15.2	15.2	72.1
6	35	10.3	10.3	82.4
7	60	17.6	17.6	100.0
Total	341	100.0	100.0	

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
PURCHASE?: a. Clothing / Accessories * Ward Method	341	100.0%	0	.0%	341	100.0%
P--b. Books / Magazines * Ward Method	341	100.0%	0	.0%	341	100.0%
P--c. Travel Transportation (airlines, trains, buses, rental cars, highway hotels etc) * Ward Method	341	100.0%	0	.0%	341	100.0%
P--d. Travel Destinations (such as resorts, cruises, cities, historic or religious sites etc) * Ward Method	341	100.0%	0	.0%	341	100.0%
P--e. Health / Medical * Ward Method	341	100.0%	0	.0%	341	100.0%
P--f. Financial Services Ward Method	341	100.0%	0	.0%	341	100.0%
P--g. Consumer Electronics (such as TV, VCR stereo, cellular phone) * Ward Method	341	100.0%	0	.0%	341	100.0%
P--h. Entertainment (such as CDs, DVDs, movies, theater) * Ward Method	341	100.0%	0	.0%	341	100.0%
P--i. Computer Hardware or Software * Ward Method	341	100.0%	0	.0%	341	100.0%
P--k. Home Appliances (such as refrigerator, washing machine) * Ward Method	341	100.0%	0	.0%	341	100.0%
P--l. Restaurants * Ward Method	341	100.0%	0	.0%	341	100.0%

Report

			P--c. Travel Transportation (airlines, trains, buses, rental cars, highway hotels etc)	P--d. Travel Destinations (such as resorts, cruises, cities historic or religious sites etc)		P--f. Health Medical	P--g. Financial Services	P--h. Consumer Electronics such as TV, VCR stereo, cellular phone)	P--i. Entertainment such as CDs, DVDs, movies, theater)	P--j. Computer Hardware (Software machine)	P--k. Home Appliances (such as refrigerator, washing machine)	P--l. Restaurants
Ward Meth.	PURCHASE? a. Clothing / Accessories	P--b. Books Magazines										
1	Mean N Std. Deviat	3.1667 36 1.08233	4.4444 36 .69465	2.8889 36 1.38930	2.0833 36 1.20416	1.6944 36 .95077	1.3056 36 .52478	3.2778 36 .97427	4.1667 36 .73679	3.3611 36 1.15022	1.1667 36 .60945	1.6111 36 .93435
2	Mean N Std. Deviat	1.3421 38 .58246	2.0263 38 .97223	3.7632 38 .78617	3.0526 38 1.03838	1.3158 38 .57447	1.2895 38 .76786	1.3421 38 .58246	2.6842 38 1.23256	1.9211 38 1.02355	1.0000 38 .00000	1.4737 38 .79651
3	Mean N Std. Deviat	2.1786 84 1.07726	1.6905 84 .80624	1.8452 84 .95051	1.3571 84 .61395	1.2857 84 .75365	1.1190 84 .45003	1.4762 84 .75212	1.7500 84 .94263	1.6429 84 1.04873	1.0238 84 .15337	1.2262 84 .56720
4	Mean N Std. Deviat	3.3333 36 .86189	2.7778 36 .86557	3.5278 36 .84468	3.0278 36 .97060	2.4167 36 .80623	2.8889 36 1.06309	3.3889 36 .83761	3.2222 36 .86557	3.3611 36 .93052	2.3056 36 .95077	2.4444 36 .87650
5	Mean N Std. Deviat	3.0385 52 1.17091	3.2885 52 1.17718	4.0577 52 .91638	3.2885 52 1.31859	2.0769 52 1.15209	1.4808 52 .61006	1.9423 52 1.03684	2.9615 52 1.32785	1.9231 52 1.00676	1.3077 52 .54371	2.4615 52 1.24399
6	Mean N Std. Deviat	1.6571 35 .76477	2.6000 35 .91394	2.6857 35 .93215	2.3429 35 .76477	1.3429 35 .53922	1.2286 35 .49024	3.4286 35 .94824	3.9143 35 .91944	3.3143 35 .99325	1.3714 35 .73106	2.0286 35 1.22440
7	Mean N Std. Deviat	2.4333 60 .85105	3.3333 60 .96843	2.7500 60 .96770	1.6833 60 .77002	1.1000 60 .30253	1.1833 60 .39020	1.5833 60 .69603	2.3833 60 1.13633	1.7500 60 .77295	1.1000 60 .30253	1.3500 60 .63313
Total	Mean N Std. Deviat	2.4340 341 1.14759	2.7595 341 1.26058	2.9296 341 1.24418	2.2522 341 1.19842	1.5455 341 .87539	1.4223 341 .79556	2.1437 341 1.18068	2.7830 341 1.31947	2.2698 341 1.22616	1.2639 341 .62836	1.7155 341 1.00500

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
PURCHASE?: a. Clothing / Accessories * Ward Method	Between Groups (Combined)	139.349	6	23.225	25.151	.000
	Within Groups	308.416	334	.923		
	Total	447.765	340			
P--b. Books / Magazines Ward Method	Between Groups (Combined)	253.838	6	42.306	49.330	.000
	Within Groups	286.444	334	.858		
	Total	540.282	340			
P--c. Travel Transportation (airline, trains, buses, rental cars, highway hotels etc) * Ward Method	Between Groups (Combined)	208.307	6	34.718	36.464	.000
	Within Groups	318.004	334	.952		
	Total	526.311	340			
P--d. Travel Destinations (such as resorts, cruise cities, historic or religious sites etc) * Ward Method	Between Groups (Combined)	189.866	6	31.644	35.414	.000
	Within Groups	298.445	334	.894		
	Total	488.311	340			
P--e. Health / Medical Ward Method	Between Groups (Combined)	63.825	6	10.638	18.061	.000
	Within Groups	196.720	334	.589		
	Total	260.545	340			
P--f. Financial Services Ward Method	Between Groups (Combined)	91.235	6	15.206	40.973	.000
	Within Groups	123.955	334	.371		
	Total	215.191	340			
P--g. Consumer Electronics (such as TV, VCR stereo, cellular phone) * Ward Method	Between Groups (Combined)	242.694	6	40.449	58.418	.000
	Within Groups	231.264	334	.692		
	Total	473.959	340			
P--h. Entertainment (such as CDs, DVDs, movie theater) * Ward Method	Between Groups (Combined)	221.909	6	36.985	33.383	.000
	Within Groups	370.032	334	1.108		
	Total	591.941	340			
P--i. Computer Hardware or Software * Ward Method	Between Groups (Combined)	184.034	6	30.672	31.315	.000
	Within Groups	327.145	334	.979		
	Total	511.179	340			
P--k. Home Appliances (such as refrigerator, washing machine) * Ward Method	Between Groups (Combined)	49.007	6	8.168	32.004	.000
	Within Groups	85.240	334	.255		
	Total	134.246	340			
P--l. Restaurants * Ward Method	Between Groups (Combined)	82.243	6	13.707	17.530	.000
	Within Groups	261.165	334	.782		
	Total	343.408	340			

Measures of Association

	Eta	Eta Squared
PURCHASE?: a. Clothing / Accessories * Ward Method	.558	.311
P--b. Books / Magazines * Ward Method	.685	.470
P--c. Travel Transportation (airlines, trains, buses, rental cars, highway hotels etc) * Ward Method	.629	.396
P--d. Travel Destinations (such as resorts, cruises, cities, historic or religious sites etc) * Ward Method	.624	.389
P--e. Health / Medical * Ward Method	.495	.245
P--f. Financial Services * Ward Method	.651	.424
P--g. Consumer Electronics (such as TV, VCR stereo, cellular phone) * Ward Method	.716	.512
P--h. Entertainment (such as CDs, DVDs, movies, theater) * Ward Method	.612	.375
P--i. Computer Hardware or Software * Ward Method	.600	.360
P--k. Home Appliances (such as refrigerator, washing machine) * Ward Method	.604	.365
P--l. Restaurants * Ward Method	.489	.239

APPENDIX E

Appendix E: List of Website Attributes

Attributes	N	Mean	Std. Deviation
1. The order process is easy to use.	441	5.778	1.39008
2. The products I am looking for are easy to find.	440	6.021	1.13227
3. It's really unlike any other web site I have ever visited.	438	2.71	1.57946
4. Product price	438	6.103	1.21053
5. Provides customer feedback (that is, the site provides a place for you to learn about other customer's evaluation of the product)	438	4.589	1.67088
6. My friends and family have been happy when they have shopped there	441	4.63	1.70611
7. Reputation and credibility of the company on the web	437	5.655	1.37876
8. It is enjoyable to visit	441	4.211	1.6729
9. The delivery time is short	441	5.621	1.38314
10. My friends and family will like to know my opinions of the site	439	3.052	1.72531
11. A wide selection and variety of products on the site	440	5.323	1.38012
12. Low or no charge for shipping and handling	430	6.07	1.27912
13. It has entertaining graphics and displays	438	3.069	1.66533
14. Provides product information, including FAQs– frequently asked questions	441	4.939	1.57202
15. A good place to find a bargain	441	5.896	1.25336
16. Providing credit card safety	441	6.349	1.27762
17. Fast response time from customer service	433	5.903	1.2564
18. I hear about it on the radio, television or in newspapers	441	3.551	1.48561
19. The download speed of the page	440	5.073	1.51806
20. A return policy that is easy to understand and use	439	5.538	1.36754
21. Price incentives (coupons, future sale items, frequent shopper program, etc.)	439	5.38	1.5331
22. It is quite different from the usual sites	438	2.9	1.40738
23. It has guarantee from the vendor that my personal information will not be used to invade my privacy	439	5.852	1.4707
24. Has many options for navigating within the site	440	4.493	1.58004
25. The Internet links on the site are working properly	439	5.535	1.47367

Attributes con't	N	Mean	Std. Deviation
26. The site is brand new to the Internet	440	2.596	1.33806
27. It is free of grammatical and typographical errors	437	4.641	1.71782
28. The privacy policy is easy to find on the site	440	4.771	1.73784
29. It has received a best site award	436	3.667	1.73588
30. There is a guarantee from the vendor that the product will arrive on a certain date.	439	5.544	1.34545
31. Uses a personalized greeting, e.g., "Hello, Tom!"	439	2.565	1.55852
32. The company offering the product/service guarantees that my personal purchase information will not be shared with other people or organizations.	434	5.866	1.461
33. Allows email to the company or to a company representative.	436	5.167	1.49542
34. Has one or more animated characters that move or speak.	434	2.081	1.37125
35. Has photos of real people.	440	2.768	1.61736
36. Has video of real people.	437	2.501	1.47241
37. The site came online just recently.	436	2.165	1.26683
38. The site presents both benefits and drawbacks of products and services.	439	5.066	1.57831
39. The site carries top-brand products and services.	438	5.292	1.47798
40. There is a guarantee that my credit card information would be safely and securely protected.	440	6.255	1.31011
41. Uses music.	439	2.485	1.5377
42. Uses sounds other than music.	436	2.44	1.60133
43. There is a money-back guarantee.	436	5.839	1.41483
44. Uses a lot of graphics.	435	3.048	1.64049
45. Products can be easily compared.	432	5.498	1.43376
46. Has video of products.	437	3.842	1.93359
47. Uses a lot of color.	439	3.335	1.64953
48. The company offering the product/service guarantees that my credit card information would not be abused.	436	6.193	1.33719

APPENDIX F

Appendix F: Factor ANOVA Analysis

F1. Visit: Factor ANOVAs

Descriptives		N	Mean	SD	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
REGR factor score 1 for analysis 1	My Stuff	67	-.238	1.094	.134	-.505	.029	-4.578	1.006
	Some of Everything	65	.026	.887	.110	-.194	.246	-2.831	1.328
	Non-Browsers	40	.138	1.227	.194	-.254	.531	-3.769	2.333
	Technos	31	.083	1.031	.185	-.295	.461	-3.962	1.211
	Travelers	76	-.086	1.024	.117	-.320	.148	-3.582	1.368
	Media Mavens	41	-.048	1.002	.156	-.365	.268	-4.640	.933
	Frequent Browsers	20	.261	.530	.118	.014	.509	-1.355	1.005
	Total	340	-.028	1.017	.055	-.136	.081	-4.640	2.333
REGR factor score 2 for analysis 1	My Stuff	67	-.044	1.026	.125	-.294	.206	-3.367	1.393
	Some of Everything	65	-.053	.887	.110	-.273	.167	-2.811	2.647
	Non-Browsers	40	-.519	1.305	.206	-.936	-.101	-4.100	2.014
	Technos	31	-.173	.908	.163	-.506	.161	-2.342	1.331
	Travelers	76	.324	.891	.102	.121	.528	-3.098	2.844
	Media Mavens	41	.329	.761	.119	.089	.569	-1.341	1.887
	Frequent Browsers	20	.148	.917	.205	-.281	.578	-2.309	1.622
	Total	340	.025	.993	.054	-.081	.131	-4.100	2.844
REGR factor score 3 for analysis 1	My Stuff	67	.186	.910	.111	-.036	.408	-2.053	2.183
	Some of Everything	65	.068	.878	.109	-.150	.285	-2.447	1.199
	Non-Browsers	40	-.006	1.158	.183	-.377	.364	-3.172	1.966
	Technos	31	-.094	.836	.150	-.401	.212	-2.239	1.531
	Travelers	76	.073	.966	.111	-.148	.294	-3.234	1.757
	Media Mavens	41	.130	.787	.123	-.118	.379	-2.222	1.411
	Frequent Browsers	20	-.311	1.358	.304	-.947	.324	-3.498	1.577
	Total	340	.054	.959	.052	-.048	.156	-3.498	2.183
REGR factor score 4 for analysis 1	My Stuff	67	-.058	.994	.121	-.300	.185	-1.798	3.651
	Some of Everything	65	.211	.947	.117	-.024	.446	-1.718	2.340
	Non-Browsers	40	-.066	1.090	.172	-.415	.282	-1.760	3.382
	Technos	31	-.146	.776	.139	-.430	.139	-1.426	1.674
	Travelers	76	-.048	.993	.114	-.274	.179	-1.899	2.459
	Media Mavens	41	-.147	.965	.151	-.452	.157	-1.834	2.491
	Frequent Browsers	20	.354	1.226	.274	-.220	.927	-1.732	2.703
	Total	340	.000	.993	.054	-.106	.106	-1.899	3.651
	My Stuff	67	-.031	.987	.121	-.272	.209	-2.267	3.018
	Some of Everything	65	.051	.848	.105	-.159	.261	-2.220	2.016

REGR factor score 6 for analysis 1	Non-Browsers	40	-.004	1.205	.191	-.389	.382	-2.531	3.350
	Technos	31	-.218	1.053	.189	-.605	.168	-1.892	2.106
	Travelers	76	.079	1.100	.126	-.172	.331	-1.944	3.365
	Media Mavens	41	-.153	.923	.144	-.444	.139	-1.621	2.273
	Frequent Browsers	20	-.010	.722	.161	-.347	.328	-1.124	1.407
	Total	340	-.018	.998	.054	-.125	.088	-2.531	3.365
	My Stuff	67	.026	1.065	.130	-.233	.286	-2.097	4.474
	Some of Everything	65	.227	.891	.111	.006	.448	-1.490	2.510
	Non-Browsers	40	-.339	1.172	.185	-.714	.036	-2.253	3.091
	Technos	31	-.075	.873	.157	-.395	.245	-2.233	1.427
REGR factor score 7 for analysis 1	Travelers	76	-.049	.877	.101	-.249	.152	-1.747	2.338
	Media Mavens	41	.110	1.024	.160	-.213	.433	-1.749	2.446
	Frequent Browsers	20	-.278	1.187	.265	-.833	.278	-2.316	1.917
	Total	340	-.012	1.000	.054	-.119	.095	-2.316	4.474
	My Stuff	67	-.160	1.089	.133	-.425	.106	-2.947	3.243
	Some of Everything	65	.034	.921	.114	-.194	.262	-2.173	1.939
	Non-Browsers	40	-.187	1.194	.189	-.569	.195	-3.490	2.020
	Technos	31	.251	1.009	.181	-.119	.621	-1.700	2.944
	Travelers	76	.021	1.073	.123	-.224	.266	-2.965	1.946
	Media Mavens	41	.030	.834	.130	-.233	.294	-1.840	2.182
REGR factor score 8 for analysis 1	Frequent Browsers	20	.103	1.106	.247	-.415	.620	-2.141	1.544
	Total	340	-.010	1.033	.056	-.120	.100	-3.490	3.243
	My Stuff	67	-.205	.980	.120	-.444	.034	-3.519	1.965
	Some of Everything	65	.185	.883	.110	-.034	.403	-2.268	1.859
	Non-Browsers	40	.190	1.036	.164	-.141	.521	-3.777	2.112
	Technos	31	-.141	.956	.172	-.491	.210	-1.858	2.069
	Travelers	76	-.060	.986	.113	-.285	.166	-1.544	3.827
	Media Mavens	41	-.038	.961	.150	-.341	.266	-1.956	2.330
	Frequent Browsers	20	.157	1.462	.327	-.527	.841	-2.754	2.439
	Total	340	-.004	1.003	.054	-.111	.103	-3.777	3.827
REGR factor score 9 for analysis 1	My Stuff	67	-.080	1.042	.127	-.334	.175	-2.869	3.371
	Some of Everything	65	.115	.821	.102	-.089	.318	-1.674	2.069
	Non-Browsers	40	.187	1.119	.177	-.171	.545	-2.202	3.556
	Technos	31	-.231	1.116	.200	-.641	.178	-2.781	1.678
	Travelers	76	.102	.886	.102	-.101	.304	-1.837	2.257
	Media Mavens	41	-.023	.982	.153	-.333	.288	-1.885	2.882
	Frequent Browsers	20	-.268	1.010	.226	-.740	.205	-3.177	1.296
	Total	340	.011	.978	.053	-.093	.116	-3.177	3.556
	My Stuff	67	.071	.976	.119	-.167	.309	-3.218	2.263
	Some of Everything	65	-.018	.956	.119	-.255	.219	-2.947	1.819
REGR factor score 10 for analysis 1	Non-Browsers	40	-.161	1.049	.166	-.496	.174	-2.262	2.020
	Technos	31	-.081	.662	.119	-.324	.162	-1.619	1.013

REGR factor score 11 for analysis 1	Travelers	76	-.057	1.012	.116	-.288	.175	-2.428	1.890
	Media Mavens	41	.263	.968	.151	-.043	.568	-2.180	1.954
	Frequent Browsers	20	.164	1.258	.281	-.425	.753	-1.975	2.617
	Total	340	.013	.982	.053	-.092	.118	-3.218	2.617
	My Stuff	67	.037	.996	.122	-.206	.280	-1.881	2.097
	Some of Everything	65	.197	.999	.124	-.051	.444	-2.078	3.456
	Non-Browsers	40	-.017	1.034	.164	-.348	.313	-2.056	1.848
	Technos	31	.037	1.002	.180	-.330	.405	-1.860	1.844
	Travelers	76	-.144	.921	.106	-.355	.067	-2.477	2.448
	Media Mavens	41	-.076	.970	.151	-.382	.231	-2.367	1.706
	Frequent Browsers	20	.065	1.181	.264	-.488	.618	-1.818	2.794
	Total	340	.009	.992	.054	-.097	.115	-2.477	3.456

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
REGR factor score 1 for analysis 1	Between Groups	6.581	6	1.097	1.061	.386
	Within Groups	344.174	333	1.034		
	Total	350.755	339			
REGR factor score 2 for analysis 1	Between Groups	24.637	6	4.106	4.416	.000
	Within Groups	309.640	333	.930		
	Total	334.277	339			
REGR factor score 3 for analysis 1	Between Groups	4.944	6	.824	.894	.500
	Within Groups	307.035	333	.922		
	Total	311.979	339			
REGR factor score 4 for analysis 1	Between Groups	7.517	6	1.253	1.277	.267
	Within Groups	326.754	333	.981		
	Total	334.270	339			
REGR factor score 5 for analysis 1	Between Groups	3.040	6	.507	.504	.805
	Within Groups	334.937	333	1.006		
	Total	337.978	339			
REGR factor score 6 for analysis 1	Between Groups	10.340	6	1.723	1.747	.109
	Within Groups	328.410	333	.986		
	Total	338.750	339			
REGR factor score 7 for analysis 1	Between Groups	5.388	6	.898	.840	.540
	Within Groups	356.098	333	1.069		
	Total	361.486	339			
REGR factor score 8 for analysis 1	Between Groups	7.909	6	1.318	1.318	.248
	Within Groups	333.040	333	1.000		
	Total	340.950	339			
REGR factor score 9 for analysis 1	Between Groups	6.532	6	1.089	1.141	.338
	Within Groups	317.746	333	.954		
	Total	324.279	339			
REGR factor score 10 for analysis 1	Between Groups	5.151	6	.859	.888	.504
	Within Groups	321.832	333	.966		
	Total	326.983	339			
REGR factor score 11 for analysis 1	Between Groups	4.533	6	.755	.765	.598
	Within Groups	329.042	333	.988		
	Total	333.575	339			

Post Hoc Tests (Visit- Factors)

LSD

Dependent Variable	(I) Ward Method_Visit Cluster Solution	(J) Ward Method_Visit Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
REGR factor score 1 for analysis 1	My Stuff	My Stuff					
		Some of Everything	-.264	.177	.137	-.612	.084
		Non-Browsers	-.376	.203	.065	-.776	.023
		Technos	-.321	.221	.147	-.756	.113
		Travelers	-.153	.170	.370	-.488	.182
		Media Mavens	-.190	.202	.347	-.587	.207
		Frequent Browsers	-.500	.259	.055	-1.009	.010
	Some of Everything	My Stuff	.264	.177	.137	-.084	.612
		Some of Everything					
		Non-Browsers	-.112	.204	.583	-.514	.290
		Technos	-.057	.222	.797	-.494	.379
		Travelers	.111	.172	.517	-.227	.449
		Media Mavens	.074	.203	.715	-.325	.473
		Frequent Browsers	-.236	.260	.365	-.747	.276
	Non-Browsers	My Stuff	.376	.203	.065	-.023	.776
		Some of Everything	.112	.204	.583	-.290	.514
		Non-Browsers					
		Technos	.055	.243	.821	-.423	.534
		Travelers	.224	.199	.261	-.167	.614
		Media Mavens	.186	.226	.410	-.258	.631
		Frequent Browsers	-.123	.278	.658	-.671	.424
	Technos	My Stuff	.321	.221	.147	-.113	.756
		Some of Everything	.057	.222	.797	-.379	.494
		Non-Browsers	-.055	.243	.821	-.534	.423
		Technos					
		Travelers	.169	.217	.437	-.258	.595
		Media Mavens	.131	.242	.588	-.345	.607
		Frequent Browsers	-.178	.292	.541	-.752	.395
	Travelers	My Stuff	.153	.170	.370	-.182	.488
		Some of Everything	-.111	.172	.517	-.449	.227
		Non-Browsers	-.224	.199	.261	-.614	.167
		Technos	-.169	.217	.437	-.595	.258
		Travelers					
		Media Mavens	-.037	.197	.850	-.425	.350
		Frequent Browsers	-.347	.255	.175	-.850	.156
	Media Mavens	My Stuff	.190	.202	.347	-.207	.587
		Some of Everything	-.074	.203	.715	-.473	.325
		Non-Browsers	-.186	.226	.410	-.631	.258
		Technos	-.131	.242	.588	-.607	.345
		Travelers	.037	.197	.850	-.350	.425
		Media Mavens					
		Frequent Browsers	-.310	.277	.265	-.855	.236
	Frequent Browsers	My Stuff	.500	.259	.055	-.010	1.009

		Some of Everything	.236	.260	.365	-.276	.747
		Non-Browsers	.123	.278	.658	-.424	.671
		Technos	.178	.292	.541	-.395	.752
		Travelers	.347	.255	.175	-.156	.850
		Media Mavens	.310	.277	.265	-.236	.855
		Frequent Browsers					
REGR factor score 2 for analysis 1	My Stuff	My Stuff					
		Some of Everything	.009	.168	.957	-.321	.339
		Non-Browsers	.475(*)	.193	.014	.096	.854
		Technos	.129	.209	.540	-.283	.541
		Travelers	-.368(*)	.162	.023	-.686	-.050
		Media Mavens	-.373	.191	.052	-.749	.003
		Frequent Browsers	-.192	.246	.434	-.676	.291
	Some of Everything	My Stuff	-.009	.168	.957	-.339	.321
		Some of Everything					
		Non-Browsers	.465(*)	.194	.017	.084	.847
		Technos	.120	.210	.571	-.295	.534
		Travelers	-.377(*)	.163	.021	-.698	-.057
		Media Mavens	-.382(*)	.192	.048	-.760	-.004
		Frequent Browsers	-.202	.247	.414	-.687	.283
	Non-Browsers	My Stuff	-.475(*)	.193	.014	-.854	-.096
		Some of Everything	-.465(*)	.194	.017	-.847	-.084
		Non-Browsers					
		Technos	-.346	.231	.135	-.800	.108
		Travelers	-.843(*)	.188	.000	-1.213	-.472
		Media Mavens	-.847(*)	.214	.000	-1.269	-.426
		Frequent Browsers	-.667(*)	.264	.012	-1.186	-.148
	Technos	My Stuff	-.129	.209	.540	-.541	.283
		Some of Everything	-.120	.210	.571	-.534	.295
		Non-Browsers	.346	.231	.135	-.108	.800
		Technos					
		Travelers	-.497(*)	.205	.016	-.901	-.093
		Media Mavens	-.502(*)	.230	.030	-.953	-.050
		Frequent Browsers	-.321	.277	.246	-.865	.223
	Travelers	My Stuff	.368(*)	.162	.023	.050	.686
		Some of Everything	.377(*)	.163	.021	.057	.698
		Non-Browsers	.843(*)	.188	.000	.472	1.213
		Technos	.497(*)	.205	.016	.093	.901
		Travelers					
		Media Mavens	-.005	.187	.980	-.372	.363
		Frequent Browsers	.176	.242	.469	-.301	.652
	Media Mavens	My Stuff	.373	.191	.052	-.003	.749
		Some of Everything	.382(*)	.192	.048	.004	.760
		Non-Browsers	.847(*)	.214	.000	.426	1.269
		Technos	.502(*)	.230	.030	.050	.953
		Travelers	.005	.187	.980	-.363	.372
		Media Mavens					
		Frequent Browsers	.180	.263	.493	-.337	.698
	Frequent Browsers	My Stuff	.192	.246	.434	-.291	.676
		Some of Everything	.202	.247	.414	-.283	.687
		Non-Browsers	.667(*)	.264	.012	.148	1.186

REGR factor score 3 for analysis 1		Technos	.321	.277	.246	-.223	.865
		Travelers	-.176	.242	.469	-.652	.301
		Media Mavens	-.180	.263	.493	-.698	.337
		Frequent Browsers					
	My Stuff	My Stuff					
		Some of Everything	.118	.167	.480	-.211	.447
		Non-Browsers	.193	.192	.316	-.185	.570
		Technos	.280	.209	.180	-.130	.691
		Travelers	.113	.161	.483	-.204	.429
		Media Mavens	.056	.190	.769	-.319	.430
		Frequent Browsers	.497(*)	.245	.043	.016	.979
	Some of Everything	My Stuff	-.118	.167	.480	-.447	.211
		Some of Everything					
		Non-Browsers	.074	.193	.700	-.305	.454
		Technos	.162	.210	.440	-.250	.574
		Travelers	-.005	.162	.974	-.324	.314
		Media Mavens	-.062	.192	.745	-.439	.314
		Frequent Browsers	.379	.246	.123	-.104	.862
	Non-Browsers	My Stuff	-.193	.192	.316	-.570	.185
		Some of Everything	-.074	.193	.700	-.454	.305
		Non-Browsers					
		Technos	.088	.230	.703	-.364	.540
		Travelers	-.080	.188	.671	-.449	.289
		Media Mavens	-.137	.213	.522	-.556	.283
		Frequent Browsers	.305	.263	.247	-.212	.822
	Technos	My Stuff	-.280	.209	.180	-.691	.130
		Some of Everything	-.162	.210	.440	-.574	.250
		Non-Browsers	-.088	.230	.703	-.540	.364
		Technos					
		Travelers	-.167	.205	.414	-.570	.235
		Media Mavens	-.224	.229	.327	-.674	.225
		Frequent Browsers	.217	.275	.431	-.325	.759
	Travelers	My Stuff	-.113	.161	.483	-.429	.204
		Some of Everything	.005	.162	.974	-.314	.324
		Non-Browsers	.080	.188	.671	-.289	.449
		Technos	.167	.205	.414	-.235	.570
		Travelers					
		Media Mavens	-.057	.186	.759	-.423	.309
		Frequent Browsers	.384	.241	.112	-.090	.859
	Media Mavens	My Stuff	-.056	.190	.769	-.430	.319
		Some of Everything	.062	.192	.745	-.314	.439
		Non-Browsers	.137	.213	.522	-.283	.556
		Technos	.224	.229	.327	-.225	.674
		Travelers	.057	.186	.759	-.309	.423
		Media Mavens					
		Frequent Browsers	.442	.262	.093	-.074	.957
	Frequent Browsers	My Stuff	-.497(*)	.245	.043	-.979	-.016
		Some of Everything	-.379	.246	.123	-.862	.104
		Non-Browsers	-.305	.263	.247	-.822	.212
		Technos	-.217	.275	.431	-.759	.325
		Travelers	-.384	.241	.112	-.859	.090

		Media Mavens	-.442	.262	.093	-.957	.074
		Frequent Browsers					
REGR factor score 4 for analysis 1	My Stuff	My Stuff					
		Some of Everything	-.269	.172	.120	-.608	.070
		Non-Browsers	.009	.198	.965	-.381	.398
		Technos	.088	.215	.683	-.335	.511
		Travelers	-.010	.166	.952	-.337	.316
		Media Mavens	.090	.196	.648	-.297	.476
		Frequent Browsers	-.411	.252	.104	-.908	.085
	Some of Everything	My Stuff	.269	.172	.120	-.070	.608
		Some of Everything					
		Non-Browsers	.277	.199	.164	-.114	.669
		Technos	.357	.216	.100	-.069	.782
		Travelers	.259	.167	.123	-.071	.588
		Media Mavens	.359	.198	.070	-.030	.747
		Frequent Browsers	-.142	.253	.574	-.641	.356
	Non-Browsers	My Stuff	-.009	.198	.965	-.398	.381
		Some of Everything	-.277	.199	.164	-.669	.114
		Non-Browsers					
		Technos	.079	.237	.738	-.387	.546
		Travelers	-.019	.193	.923	-.399	.362
		Media Mavens	.081	.220	.713	-.352	.514
		Frequent Browsers	-.420	.271	.123	-.954	.114
	Technos	My Stuff	-.088	.215	.683	-.511	.335
		Some of Everything	-.357	.216	.100	-.782	.069
		Non-Browsers	-.079	.237	.738	-.546	.387
		Technos					
		Travelers	-.098	.211	.642	-.513	.317
		Media Mavens	.002	.236	.994	-.462	.466
		Frequent Browsers	-.499	.284	.080	-1.058	.060
	Travelers	My Stuff	.010	.166	.952	-.316	.337
		Some of Everything	-.259	.167	.123	-.588	.071
		Non-Browsers	.019	.193	.923	-.362	.399
		Technos	.098	.211	.642	-.317	.513
		Travelers					
		Media Mavens	.100	.192	.603	-.278	.477
		Frequent Browsers	-.401	.249	.108	-.891	.089
	Media Mavens	My Stuff	-.090	.196	.648	-.476	.297
		Some of Everything	-.359	.198	.070	-.747	.030
		Non-Browsers	-.081	.220	.713	-.514	.352
		Technos	-.002	.236	.994	-.466	.462
		Travelers	-.100	.192	.603	-.477	.278
		Media Mavens					
		Frequent Browsers	-.501	.270	.065	-1.032	.030
	Frequent Browsers	My Stuff	.411	.252	.104	-.085	.908
		Some of Everything	.142	.253	.574	-.356	.641
		Non-Browsers	.420	.271	.123	-.114	.954
		Technos	.499	.284	.080	-.060	1.058
		Travelers	.401	.249	.108	-.089	.891
		Media Mavens	.501	.270	.065	-.030	1.032
		Frequent Browsers					

REGR factor score 5 for analysis 1	My Stuff	My Stuff					
		Some of Everything	-.082	.175	.638	-.426	.261
		Non-Browsers	-.027	.200	.891	-.422	.367
		Technos	.187	.218	.391	-.242	.616
		Travelers	-.111	.168	.510	-.441	.220
		Media Mavens	.121	.199	.542	-.270	.513
		Frequent Browsers	-.022	.256	.932	-.525	.481
	Some of Everything	My Stuff	.082	.175	.638	-.261	.426
		Some of Everything					
		Non-Browsers	.055	.202	.786	-.342	.451
		Technos	.269	.219	.220	-.161	.700
		Travelers	-.029	.169	.866	-.362	.305
		Media Mavens	.204	.200	.309	-.190	.597
		Frequent Browsers	.060	.256	.814	-.444	.565
	Non-Browsers	My Stuff	.027	.200	.891	-.367	.422
		Some of Everything	-.055	.202	.786	-.451	.342
		Non-Browsers					
		Technos	.214	.240	.372	-.258	.687
		Travelers	-.083	.196	.671	-.469	.302
		Media Mavens	.149	.223	.505	-.290	.587
		Frequent Browsers	.006	.275	.984	-.535	.546
	Technos	My Stuff	-.187	.218	.391	-.616	.242
		Some of Everything	-.269	.219	.220	-.700	.161
		Non-Browsers	-.214	.240	.372	-.687	.258
		Technos					
		Travelers	-.298	.214	.164	-.718	.123
		Media Mavens	-.066	.239	.784	-.535	.404
		Frequent Browsers	-.209	.288	.468	-.775	.357
	Travelers	My Stuff	.111	.168	.510	-.220	.441
		Some of Everything	.029	.169	.866	-.305	.362
		Non-Browsers	.083	.196	.671	-.302	.469
		Technos	.298	.214	.164	-.123	.718
		Travelers					
		Media Mavens	.232	.194	.233	-.150	.614
		Frequent Browsers	.089	.252	.724	-.407	.585
	Media Mavens	My Stuff	-.121	.199	.542	-.513	.270
		Some of Everything	-.204	.200	.309	-.597	.190
		Non-Browsers	-.149	.223	.505	-.587	.290
		Technos	.066	.239	.784	-.404	.535
		Travelers	-.232	.194	.233	-.614	.150
		Media Mavens					
		Frequent Browsers	-.143	.274	.601	-.681	.395
	Frequent Browsers	My Stuff	.022	.256	.932	-.481	.525
		Some of Everything	-.060	.256	.814	-.565	.444
		Non-Browsers	-.006	.275	.984	-.546	.535
		Technos	.209	.288	.468	-.357	.775
		Travelers	-.089	.252	.724	-.585	.407
		Media Mavens	.143	.274	.601	-.395	.681
		Frequent Browsers					
REGR factor score 6 for analysis 1	My Stuff	My Stuff					

		Some of Everything	-.201	.173	.246	-.541	.139
		Non-Browsers	.365	.198	.067	-.025	.756
		Technos	.101	.216	.639	-.323	.526
		Travelers	.075	.166	.653	-.252	.402
		Media Mavens	-.084	.197	.671	-.471	.304
		Frequent Browsers	.304	.253	.230	-.194	.802
	Some of Everything	My Stuff	.201	.173	.246	-.139	.541
		Some of Everything					
		Non-Browsers	.566(*)	.200	.005	.174	.959
		Technos	.302	.217	.164	-.124	.729
		Travelers	.276	.168	.101	-.054	.606
		Media Mavens	.117	.198	.554	-.272	.507
		Frequent Browsers	.505(*)	.254	.048	.006	1.005
	Non-Browsers	My Stuff	-.365	.198	.067	-.756	.025
		Some of Everything	-.566(*)	.200	.005	-.959	-.174
		Non-Browsers					
		Technos	-.264	.238	.268	-.731	.204
		Travelers	-.290	.194	.135	-.672	.091
		Media Mavens	-.449(*)	.221	.043	-.883	-.015
		Frequent Browsers	-.061	.272	.823	-.596	.474
	Technos	My Stuff	-.101	.216	.639	-.526	.323
		Some of Everything	-.302	.217	.164	-.729	.124
		Non-Browsers	.264	.238	.268	-.204	.731
		Technos					
		Travelers	-.026	.212	.901	-.443	.390
		Media Mavens	-.185	.236	.434	-.650	.280
		Frequent Browsers	.203	.285	.477	-.357	.763
	Travelers	My Stuff	-.075	.166	.653	-.402	.252
		Some of Everything	-.276	.168	.101	-.606	.054
		Non-Browsers	.290	.194	.135	-.091	.672
		Technos	.026	.212	.901	-.390	.443
		Travelers					
		Media Mavens	-.159	.192	.411	-.537	.220
		Frequent Browsers	.229	.250	.359	-.262	.720
	Media Mavens	My Stuff	.084	.197	.671	-.304	.471
		Some of Everything	-.117	.198	.554	-.507	.272
		Non-Browsers	.449(*)	.221	.043	.015	.883
		Technos	.185	.236	.434	-.280	.650
		Travelers	.159	.192	.411	-.220	.537
		Media Mavens					
		Frequent Browsers	.388	.271	.153	-.145	.921
	Frequent Browsers	My Stuff	-.304	.253	.230	-.802	.194
		Some of Everything	-.505(*)	.254	.048	-1.005	-.006
		Non-Browsers	.061	.272	.823	-.474	.596
		Technos	-.203	.285	.477	-.763	.357
		Travelers	-.229	.250	.359	-.720	.262
		Media Mavens	-.388	.271	.153	-.921	.145
		Frequent Browsers					
REGR factor score 7 for analysis 1	My Stuff	My Stuff					
		Some of Everything	-.193	.180	.283	-.548	.161
		Non-Browsers	.027	.207	.895	-.379	.434

		Technos	-.411	.225	.068	-.853	.031
		Travelers	-.181	.173	.297	-.522	.160
		Media Mavens	-.190	.205	.354	-.594	.213
		Frequent Browsers	-.262	.263	.320	-.781	.256
Some of Everything	My Stuff		.193	.180	.283	-.161	.548
	Some of Everything						
	Non-Browsers		.221	.208	.289	-.188	.630
	Technos		-.217	.226	.336	-.661	.227
	Travelers		.013	.175	.943	-.331	.356
	Media Mavens		.003	.206	.987	-.402	.409
	Frequent Browsers		-.069	.264	.795	-.589	.451
Non-Browsers	My Stuff		-.027	.207	.895	-.434	.379
	Some of Everything		-.221	.208	.289	-.630	.188
	Non-Browsers						
	Technos		-.438	.247	.078	-.925	.049
	Travelers		-.208	.202	.304	-.606	.189
	Media Mavens		-.217	.230	.345	-.670	.235
	Frequent Browsers		-.290	.283	.307	-.847	.267
Technos	My Stuff		.411	.225	.068	-.031	.853
	Some of Everything		.217	.226	.336	-.227	.661
	Non-Browsers		.438	.247	.078	-.049	.925
	Technos						
	Travelers		.230	.220	.297	-.204	.663
	Media Mavens		.221	.246	.371	-.263	.705
	Frequent Browsers		.149	.297	.617	-.435	.732
Travelers	My Stuff		.181	.173	.297	-.160	.522
	Some of Everything		-.013	.175	.943	-.356	.331
	Non-Browsers		.208	.202	.304	-.189	.606
	Technos		-.230	.220	.297	-.663	.204
	Travelers						
	Media Mavens		-.009	.200	.963	-.403	.385
	Frequent Browsers		-.081	.260	.754	-.593	.430
Media Mavens	My Stuff		.190	.205	.354	-.213	.594
	Some of Everything		-.003	.206	.987	-.409	.402
	Non-Browsers		.217	.230	.345	-.235	.670
	Technos		-.221	.246	.371	-.705	.263
	Travelers		.009	.200	.963	-.385	.403
	Media Mavens						
	Frequent Browsers		-.072	.282	.798	-.627	.483
Frequent Browsers	My Stuff		.262	.263	.320	-.256	.781
	Some of Everything		.069	.264	.795	-.451	.589
	Non-Browsers		.290	.283	.307	-.267	.847
	Technos		-.149	.297	.617	-.732	.435
	Travelers		.081	.260	.754	-.430	.593
	Media Mavens		.072	.282	.798	-.483	.627
	Frequent Browsers						
REGR factor score 8 for analysis 1	My Stuff	My Stuff					
		Some of Everything	-.390(*)	.174	.026	-.732	-.047
		Non-Browsers	-.395(*)	.200	.049	-.788	-.002
		Technos	-.064	.217	.767	-.492	.363
		Travelers	-.146	.168	.386	-.475	.184

		Media Mavens	-.167	.198	.399	-.557	.223
		Frequent Browsers	-.362	.255	.156	-.863	.139
	Some of Everything	My Stuff	.390(*)	.174	.026	.047	.732
		Some of Everything					
		Non-Browsers	-.006	.201	.977	-.401	.390
		Technos	.325	.218	.137	-.104	.755
		Travelers	.244	.169	.149	-.088	.576
		Media Mavens	.222	.199	.266	-.170	.615
		Frequent Browsers	.028	.256	.914	-.476	.531
	Non-Browsers	My Stuff	.395(*)	.200	.049	.002	.788
		Some of Everything	.006	.201	.977	-.390	.401
		Non-Browsers					
		Technos	.331	.239	.168	-.140	.802
		Travelers	.250	.195	.202	-.134	.634
		Media Mavens	.228	.222	.306	-.209	.665
		Frequent Browsers	.033	.274	.904	-.506	.572
	Technos	My Stuff	.064	.217	.767	-.363	.492
		Some of Everything	-.325	.218	.137	-.755	.104
		Non-Browsers	-.331	.239	.168	-.802	.140
		Technos					
		Travelers	-.081	.213	.704	-.500	.338
		Media Mavens	-.103	.238	.665	-.571	.365
		Frequent Browsers	-.298	.287	.300	-.862	.266
	Travelers	My Stuff	.146	.168	.386	-.184	.475
		Some of Everything	-.244	.169	.149	-.576	.088
		Non-Browsers	-.250	.195	.202	-.634	.134
		Technos	.081	.213	.704	-.338	.500
		Travelers					
		Media Mavens	-.022	.194	.910	-.403	.359
		Frequent Browsers	-.217	.251	.389	-.711	.278
	Media Mavens	My Stuff	.167	.198	.399	-.223	.557
		Some of Everything	-.222	.199	.266	-.615	.170
		Non-Browsers	-.228	.222	.306	-.665	.209
		Technos	.103	.238	.665	-.365	.571
		Travelers	.022	.194	.910	-.359	.403
		Media Mavens					
		Frequent Browsers	-.195	.273	.476	-.731	.342
	Frequent Browsers	My Stuff	.362	.255	.156	-.139	.863
		Some of Everything	-.028	.256	.914	-.531	.476
		Non-Browsers	-.033	.274	.904	-.572	.506
		Technos	.298	.287	.300	-.266	.862
		Travelers	.217	.251	.389	-.278	.711
		Media Mavens	.195	.273	.476	-.342	.731
		Frequent Browsers					
REGR factor score 9 for analysis 1	My Stuff	My Stuff					
		Some of Everything	-.194	.170	.254	-.529	.140
		Non-Browsers	-.267	.195	.173	-.651	.117
		Technos	.152	.212	.475	-.266	.569
		Travelers	-.181	.164	.269	-.503	.141
		Media Mavens	-.057	.194	.769	-.438	.324
		Frequent Browsers	.188	.249	.451	-.302	.678

	Some of Everything	My Stuff	.194	.170	.254	-.140	.529
		Some of Everything					
		Non-Browsers	-.073	.196	.712	-.459	.314
		Technos	.346	.213	.106	-.074	.765
		Travelers	.013	.165	.938	-.312	.337
		Media Mavens	.137	.195	.482	-.246	.520
		Frequent Browsers	.382	.250	.127	-.109	.873
	Non-Browsers	My Stuff	.267	.195	.173	-.117	.651
		Some of Everything	.073	.196	.712	-.314	.459
		Non-Browsers					
		Technos	.418	.234	.074	-.041	.878
		Travelers	.085	.191	.655	-.290	.461
		Media Mavens	.210	.217	.335	-.217	.637
		Frequent Browsers	.455	.268	.090	-.072	.981
	Technos	My Stuff	-.152	.212	.475	-.569	.266
		Some of Everything	-.346	.213	.106	-.765	.074
		Non-Browsers	-.418	.234	.074	-.878	.041
		Technos					
		Travelers	-.333	.208	.111	-.743	.076
		Media Mavens	-.209	.232	.370	-.666	.249
		Frequent Browsers	.036	.280	.897	-.515	.587
	Travelers	My Stuff	.181	.164	.269	-.141	.503
		Some of Everything	-.013	.165	.938	-.337	.312
		Non-Browsers	-.085	.191	.655	-.461	.290
		Technos	.333	.208	.111	-.076	.743
		Travelers					
		Media Mavens	.124	.189	.512	-.248	.497
		Frequent Browsers	.369	.245	.133	-.114	.852
	Media Mavens	My Stuff	.057	.194	.769	-.324	.438
		Some of Everything	-.137	.195	.482	-.520	.246
		Non-Browsers	-.210	.217	.335	-.637	.217
		Technos	.209	.232	.370	-.249	.666
		Travelers	-.124	.189	.512	-.497	.248
		Media Mavens					
		Frequent Browsers	.245	.266	.358	-.279	.769
	Frequent Browsers	My Stuff	-.188	.249	.451	-.678	.302
		Some of Everything	-.382	.250	.127	-.873	.109
		Non-Browsers	-.455	.268	.090	-.981	.072
		Technos	-.036	.280	.897	-.587	.515
		Travelers	-.369	.245	.133	-.852	.114
		Media Mavens	-.245	.266	.358	-.769	.279
		Frequent Browsers					
REGR factor score 10 for analysis 1	My Stuff	My Stuff					
		Some of Everything	.089	.171	.605	-.248	.425
		Non-Browsers	.232	.196	.239	-.155	.618
		Technos	.152	.214	.477	-.268	.572
		Travelers	.127	.165	.440	-.197	.451
		Media Mavens	-.192	.195	.325	-.575	.191
		Frequent Browsers	-.094	.250	.709	-.586	.399
	Some of Everything	My Stuff	-.089	.171	.605	-.425	.248

		Some of Everything					
		Non-Browsers	.143	.198	.470	-.246	.532
		Technos	.063	.215	.768	-.359	.485
		Travelers	.039	.166	.816	-.288	.365
		Media Mavens	-.281	.196	.153	-.666	.105
		Frequent Browsers	-.182	.251	.469	-.677	.312
	Non-Browsers	My Stuff	-.232	.196	.239	-.618	.155
		Some of Everything	-.143	.198	.470	-.532	.246
		Non-Browsers					
		Technos	-.080	.235	.735	-.542	.383
		Travelers	-.104	.192	.587	-.482	.273
		Media Mavens	-.424	.218	.053	-.853	.006
		Frequent Browsers	-.325	.269	.228	-.855	.204
	Technos	My Stuff	-.152	.214	.477	-.572	.268
		Some of Everything	-.063	.215	.768	-.485	.359
		Non-Browsers	.080	.235	.735	-.383	.542
		Technos					
		Travelers	-.025	.210	.906	-.437	.387
		Media Mavens	-.344	.234	.143	-.804	.116
		Frequent Browsers	-.246	.282	.384	-.800	.309
	Travelers	My Stuff	-.127	.165	.440	-.451	.197
		Some of Everything	-.039	.166	.816	-.365	.288
		Non-Browsers	.104	.192	.587	-.273	.482
		Technos	.025	.210	.906	-.387	.437
		Travelers					
		Media Mavens	-.319	.190	.095	-.694	.056
		Frequent Browsers	-.221	.247	.372	-.707	.265
	Media Mavens	My Stuff	.192	.195	.325	-.191	.575
		Some of Everything	.281	.196	.153	-.105	.666
		Non-Browsers	.424	.218	.053	-.006	.853
		Technos	.344	.234	.143	-.116	.804
		Travelers	.319	.190	.095	-.056	.694
		Media Mavens					
		Frequent Browsers	.098	.268	.714	-.429	.626
	Frequent Browsers	My Stuff	.094	.250	.709	-.399	.586
		Some of Everything	.182	.251	.469	-.312	.677
		Non-Browsers	.325	.269	.228	-.204	.855
		Technos	.246	.282	.384	-.309	.800
		Travelers	.221	.247	.372	-.265	.707
		Media Mavens	-.098	.268	.714	-.626	.429
		Frequent Browsers					
REGR factor score 11 for analysis 1	My Stuff	My Stuff					
		Some of Everything	-.160	.173	.356	-.500	.180
		Non-Browsers	.054	.199	.785	-.337	.445
		Technos	.000	.216	.998	-.425	.424
		Travelers	.181	.167	.278	-.147	.509
		Media Mavens	.112	.197	.569	-.275	.500
		Frequent Browsers	-.028	.253	.912	-.526	.470
		Frequent Browsers					
	Some of Everything	My Stuff	.160	.173	.356	-.180	.500
		Some of Everything					
		Non-Browsers	.214	.200	.284	-.179	.607

		Technos	.160	.217	.462	-.267	.586
		Travelers	.341(*)	.168	.043	.011	.671
		Media Mavens	.272	.198	.170	-.118	.662
		Frequent Browsers	.132	.254	.604	-.368	.632
	Non-Browsers	My Stuff	-.054	.199	.785	-.445	.337
		Some of Everything	-.214	.200	.284	-.607	.179
		Non-Browsers					
		Technos	-.055	.238	.819	-.522	.413
		Travelers	.127	.194	.515	-.255	.509
		Media Mavens	.058	.221	.792	-.376	.493
		Frequent Browsers	-.082	.272	.763	-.618	.453
	Technos	My Stuff	.000	.216	.998	-.424	.425
		Some of Everything	-.160	.217	.462	-.586	.267
		Non-Browsers	.055	.238	.819	-.413	.522
		Technos					
		Travelers	.181	.212	.393	-.235	.598
		Media Mavens	.113	.237	.634	-.353	.578
		Frequent Browsers	-.028	.285	.923	-.588	.533
	Travelers	My Stuff	-.181	.167	.278	-.509	.147
		Some of Everything	-.341(*)	.168	.043	-.671	-.011
		Non-Browsers	-.127	.194	.515	-.509	.255
		Technos	-.181	.212	.393	-.598	.235
		Travelers					
		Media Mavens	-.068	.193	.722	-.447	.310
		Frequent Browsers	-.209	.250	.404	-.700	.283
	Media Mavens	My Stuff	-.112	.197	.569	-.500	.275
		Some of Everything	-.272	.198	.170	-.662	.118
		Non-Browsers	-.058	.221	.792	-.493	.376
		Technos	-.113	.237	.634	-.578	.353
		Travelers	.068	.193	.722	-.310	.447
		Media Mavens					
		Frequent Browsers	-.140	.271	.605	-.674	.393
	Frequent Browsers	My Stuff	.028	.253	.912	-.470	.526
		Some of Everything	-.132	.254	.604	-.632	.368
		Non-Browsers	.082	.272	.763	-.453	.618
		Technos	.028	.285	.923	-.533	.588
		Travelers	.209	.250	.404	-.283	.700
		Media Mavens	.140	.271	.605	-.393	.674
		Frequent Browsers					

* The mean difference is significant at the .05 level.

F2. Purchase: Factor ANOVAs

Descriptives

		N	Mean	SD	Std. Error	95% Confidence Interval for Mean		Min.	Max.
						Lower Bound	Upper Bound		
REGR factor score 1 for analysis 1	A little Media	89	-.230	1.219	.129	-.487	.027	-4.640	1.328
	Media Mavens	24	.009	.719	.147	-.295	.313	-1.615	.762
	My Stuff	43	-.048	.978	.149	-.349	.253	-4.578	1.174
	Travel & Entertainment	55	-.150	1.031	.139	-.429	.128	-2.926	.958
	Non-Shoppers	39	.219	.967	.155	-.094	.533	-3.769	2.333
	Flyers	48	.201	.814	.118	-.036	.437	-2.390	2.136
	Heavy Shoppers	42	.070	.912	.141	-.215	.354	-2.831	1.289
	Total	340	-.028	1.017	.055	-.136	.081	-4.640	2.333
REGR factor score 2 for analysis 1	A little Media	89	-.253	1.106	.117	-.486	-.020	-4.100	1.570
	Media Mavens	24	.130	.709	.145	-.170	.429	-1.341	1.509
	My Stuff	43	-.005	.909	.139	-.285	.274	-3.098	1.471
	Travel & Entertainment	55	.335	.868	.117	.100	.569	-1.298	2.844
	Non-Shoppers	39	-.093	1.250	.200	-.498	.312	-3.387	1.453
	Flyers	48	.146	.772	.111	-.078	.370	-1.977	2.014
	Heavy Shoppers	42	.153	.961	.148	-.147	.452	-2.309	1.887
	Total	340	.025	.993	.054	-.081	.131	-4.100	2.844
REGR factor score 3 for analysis 1	A little Media	89	.066	.892	.095	-.122	.254	-2.273	2.183
	Media Mavens	24	.529	.603	.123	.274	.783	-.667	2.077
	My Stuff	43	.128	.823	.125	-.125	.381	-2.046	1.755
	Travel & Entertainment	55	-.062	1.108	.149	-.362	.237	-2.935	1.757
	Non-Shoppers	39	-.123	1.064	.170	-.468	.222	-3.234	1.147
	Flyers	48	.086	.963	.139	-.194	.365	-3.172	1.608
	Heavy Shoppers	42	-.038	1.039	.160	-.362	.286	-3.498	1.071
	Total	340	.054	.959	.052	-.048	.156	-3.498	2.183
REGR factor score 4 for analysis 1	A little Media	89	-.063	.974	.103	-.268	.142	-1.834	3.651
	Media Mavens	24	-.408	.850	.174	-.767	-.049	-1.434	1.059
	My Stuff	43	-.026	1.015	.155	-.338	.287	-1.609	2.340
	Travel & Entertainment	55	.204	.844	.114	-.024	.433	-1.769	2.491
	Non-Shoppers	39	-.037	.926	.148	-.338	.263	-1.798	1.908
	Flyers	48	.208	1.069	.154	-.102	.518	-1.760	2.459
	Heavy Shoppers	42	-.075	1.180	.182	-.443	.293	-1.899	2.703

REGR factor score 5 for analysis 1	Total	340	.000	.993	.054	-.106	.106	-1.899	3.651
	A little Media	89	.022	.981	.104	-.185	.229	-1.810	3.365
	Media Mavens	24	-.276	.859	.175	-.639	.087	-1.543	2.273
	My Stuff	43	-.180	.938	.143	-.468	.109	-2.267	2.241
	Travel & Entertainment	55	.065	.881	.119	-.174	.303	-1.620	3.028
	Non-Shoppers	39	.030	1.310	.210	-.395	.454	-2.531	3.350
	Flyers	48	.022	.981	.142	-.262	.307	-1.915	3.018
	Heavy Shoppers	42	.012	1.030	.159	-.310	.333	-2.220	1.912
REGR factor score 6 for analysis 1	Total	340	-.018	.998	.054	-.125	.088	-2.531	3.365
	A little Media	89	-.083	.897	.095	-.272	.106	-2.233	2.043
	Media Mavens	24	.144	.969	.198	-.265	.553	-1.749	2.446
	My Stuff	43	.225	1.141	.174	-.127	.576	-2.316	4.474
	Travel & Entertainment	55	-.064	1.024	.138	-.340	.213	-1.747	2.510
	Non-Shoppers	39	-.081	1.241	.199	-.484	.321	-2.096	3.091
	Flyers	48	-.135	.931	.134	-.405	.135	-2.253	2.008
	Heavy Shoppers	42	.080	.869	.134	-.191	.351	-2.053	1.738
REGR factor score 7 for analysis 1	Total	340	-.012	1.000	.054	-.119	.095	-2.316	4.474
	A little Media	89	.081	1.037	.110	-.138	.299	-2.296	2.944
	Media Mavens	24	.382	.917	.187	-.005	.769	-1.367	2.182
	My Stuff	43	-.145	.933	.142	-.432	.142	-1.840	3.243
	Travel & Entertainment	55	-.105	1.051	.142	-.389	.179	-2.965	1.869
	Non-Shoppers	39	-.368	1.165	.187	-.746	.009	-3.490	1.033
	Flyers	48	.073	.961	.139	-.206	.352	-1.794	2.020
	Heavy Shoppers	42	.076	1.048	.162	-.250	.403	-2.141	1.939
REGR factor score 8 for analysis 1	Total	340	-.010	1.033	.056	-.120	.100	-3.490	3.243
	A little Media	89	-.040	1.083	.115	-.268	.188	-3.777	2.439
	Media Mavens	24	.288	1.017	.208	-.142	.717	-1.908	2.010
	My Stuff	43	-.245	.891	.136	-.519	.029	-2.562	1.384
	Travel & Entertainment	55	-.004	1.088	.147	-.298	.290	-2.268	3.827
	Non-Shoppers	39	.238	.802	.128	-.022	.498	-1.321	1.668
	Flyers	48	.004	.854	.123	-.244	.252	-1.737	2.061
	Heavy Shoppers	42	-.082	1.113	.172	-.429	.265	-2.754	2.330
REGR factor score 9 for analysis 1	Total	340	-.004	1.003	.054	-.111	.103	-3.777	3.827
	A little Media	89	-.012	.987	.105	-.220	.196	-2.026	3.556
	Media Mavens	24	.441	1.162	.237	-.050	.932	-1.885	2.882
	My Stuff	43	-.256	.748	.114	-.486	-.026	-2.492	1.067
	Travel & Entertainment	55	.260	.925	.125	.009	.510	-1.670	2.257
	Non-Shoppers	39	-.277	1.210	.194	-.669	.115	-3.177	1.630
	Flyers	48	.001	.958	.138	-.277	.279	-2.500	1.654

REGR factor score 10 for analysis 1	Heavy Shoppers	42	.045	.777	.120	-.198	.287	-1.230	2.069
	Total	340	.011	.978	.053	-.093	.116	-3.177	3.556
	A little Media	89	.132	.976	.103	-.074	.338	-3.218	2.617
	Media Mavens	24	-.101	1.177	.240	-.598	.396	-2.180	2.280
	My Stuff	43	.115	.798	.122	-.131	.360	-2.363	1.782
	Travel & Entertainment	55	-.162	1.008	.136	-.434	.110	-2.947	1.954
	Non-Shoppers	39	.052	.875	.140	-.231	.336	-2.066	1.846
	Flyers	48	-.260	1.125	.162	-.587	.067	-2.596	1.890
REGR factor score 11 for analysis 1	Heavy Shoppers	42	.226	.881	.136	-.049	.501	-1.583	1.857
	Total	340	.013	.982	.053	-.092	.118	-3.218	2.617
	A little Media	89	-.063	.999	.106	-.274	.147	-2.477	2.448
	Media Mavens	24	.158	1.095	.224	-.304	.621	-1.818	2.022
	My Stuff	43	.062	1.069	.163	-.267	.391	-1.862	2.794
	Travel & Entertainment	55	-.004	1.143	.154	-.313	.305	-2.367	3.456
	Non-Shoppers	39	.019	.933	.149	-.283	.322	-2.056	2.475
	Flyers	48	.081	.929	.134	-.189	.350	-2.078	1.941
	Heavy Shoppers	42	-.054	.772	.119	-.294	.187	-1.356	1.412
	Total	340	.009	.992	.054	-.097	.115	-2.477	3.456

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
REGR factor score 1 for analysis 1	Between Groups	9.795	6	1.633	1.594	.148
	Within Groups	340.960	333	1.024		
	Total	350.755	339			
REGR factor score 2 for analysis 1	Between Groups	14.383	6	2.397	2.495	.022
	Within Groups	319.894	333	.961		
	Total	334.277	339			
REGR factor score 3 for analysis 1	Between Groups	8.032	6	1.339	1.467	.189
	Within Groups	303.947	333	.913		
	Total	311.979	339			
REGR factor score 4 for analysis 1	Between Groups	9.044	6	1.507	1.543	.163
	Within Groups	325.227	333	.977		
	Total	334.270	339			
REGR factor score 5 for analysis 1	Between Groups	3.443	6	.574	.571	.753
	Within Groups	334.535	333	1.005		
	Total	337.978	339			
REGR factor score 6 for analysis 1	Between Groups	4.861	6	.810	.808	.564
	Within Groups	333.889	333	1.003		
	Total	338.750	339			
REGR factor score 7 for analysis 1	Between Groups	11.351	6	1.892	1.799	.099
	Within Groups	350.135	333	1.051		
	Total	361.486	339			
REGR factor score 8 for analysis 1	Between Groups	7.189	6	1.198	1.196	.308
	Within Groups	333.760	333	1.002		
	Total	340.950	339			
REGR factor score 9 for analysis 1	Between Groups	14.240	6	2.373	2.549	.020
	Within Groups	310.039	333	.931		
	Total	324.279	339			
REGR factor score 10 for analysis 1	Between Groups	9.252	6	1.542	1.616	.142
	Within Groups	317.731	333	.954		
	Total	326.983	339			
REGR factor score 11 for analysis 1	Between Groups	1.547	6	.258	.259	.956
	Within Groups	332.028	333	.997		
	Total	333.575	339			

Post Hoc Tests (Purchase- Factors)

LSD

Dependent Variable	(I) Ward Method-Purchase Cluster Solution	(J) Ward Method-Purchase Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
REGR factor score 1 for analysis 1	A little Media	Media Mavens	-.239	.233	.305	-.697	.219
		My Stuff	-.182	.188	.334	-.551	.188
		Travel & Entertainment	-.080	.174	.647	-.421	.262
		Non-Shoppers	-.449(*)	.194	.021	-.832	-.067
		Flyers	-.430(*)	.181	.018	-.787	-.074
		Heavy Shoppers	-.300	.189	.115	-.672	.073
	Media Mavens	A little Media	.239	.233	.305	-.219	.697
		My Stuff	.057	.258	.824	-.450	.564
		Travel & Entertainment	.159	.248	.520	-.328	.646
		Non-Shoppers	-.210	.263	.424	-.727	.306
		Flyers	-.191	.253	.450	-.689	.306
		Heavy Shoppers	-.061	.259	.815	-.570	.449
	My Stuff	A little Media	.182	.188	.334	-.188	.551
		Media Mavens	-.057	.258	.824	-.564	.450
		Travel & Entertainment	.102	.206	.621	-.303	.507
		Non-Shoppers	-.268	.224	.233	-.708	.173
		Flyers	-.249	.212	.242	-.667	.169
		Heavy Shoppers	-.118	.220	.592	-.550	.314
	Travel & Entertainment	A little Media	.080	.174	.647	-.262	.421
		Media Mavens	-.159	.248	.520	-.646	.328
		My Stuff	-.102	.206	.621	-.507	.303
		Non-Shoppers	-.370	.212	.082	-.786	.047
		Flyers	-.351	.200	.080	-.744	.042
		Heavy Shoppers	-.220	.207	.290	-.628	.188
	Non-Shoppers	A little Media	.449(*)	.194	.021	.067	.832
		Media Mavens	.210	.263	.424	-.306	.727
		My Stuff	.268	.224	.233	-.173	.708
		Travel & Entertainment	.370	.212	.082	-.047	.786
		Flyers	.019	.218	.931	-.410	.448
		Heavy Shoppers	.150	.225	.506	-.293	.592
	Flyers	A little Media	.430(*)	.181	.018	.074	.787
		Media Mavens	.191	.253	.450	-.306	.689
		My Stuff	.249	.212	.242	-.169	.667
		Travel & Entertainment	.351	.200	.080	-.042	.744

		Non-Shoppers	-.019	.218	.931	-.448	.410
		Heavy Shoppers	.131	.214	.541	-.290	.551
	Heavy Shoppers	A little Media	.300	.189	.115	-.073	.672
		Media Mavens	.061	.259	.815	-.449	.570
		My Stuff	.118	.220	.592	-.314	.550
		Travel & Entertainment	.220	.207	.290	-.188	.628
		Non-Shoppers	-.150	.225	.506	-.592	.293
		Flyers	-.131	.214	.541	-.551	.290
REGR factor score 2 for analysis 1	A little Media	Media Mavens	-.383	.225	.091	-.826	.061
		My Stuff	-.248	.182	.175	-.606	.111
		Travel & Entertainment	-.588(*)	.168	.001	-.918	-.257
		Non-Shoppers	-.160	.188	.396	-.530	.210
		Flyers	-.399(*)	.176	.024	-.744	-.054
		Heavy Shoppers	-.406(*)	.183	.028	-.767	-.045
	Media Mavens	A little Media	.383	.225	.091	-.061	.826
		My Stuff	.135	.250	.589	-.356	.626
		Travel & Entertainment	-.205	.240	.393	-.677	.267
		Non-Shoppers	.223	.254	.382	-.278	.723
		Flyers	-.016	.245	.947	-.498	.466
		Heavy Shoppers	-.023	.251	.927	-.516	.470
	My Stuff	A little Media	.248	.182	.175	-.111	.606
		Media Mavens	-.135	.250	.589	-.626	.356
		Travel & Entertainment	-.340	.200	.089	-.733	.052
		Non-Shoppers	.088	.217	.687	-.339	.514
		Flyers	-.151	.206	.463	-.556	.253
		Heavy Shoppers	-.158	.213	.457	-.576	.260
	Travel & Entertainment	A little Media	.588(*)	.168	.001	.257	.918
		Media Mavens	.205	.240	.393	-.267	.677
		My Stuff	.340	.200	.089	-.052	.733
		Non-Shoppers	.428(*)	.205	.038	.024	.831
		Flyers	.189	.194	.330	-.192	.570
		Heavy Shoppers	.182	.201	.366	-.213	.577
	Non-Shoppers	A little Media	.160	.188	.396	-.210	.530
		Media Mavens	-.223	.254	.382	-.723	.278
		My Stuff	-.088	.217	.687	-.514	.339
		Travel & Entertainment	-.428(*)	.205	.038	-.831	-.024
		Flyers	-.239	.211	.259	-.655	.177
		Heavy Shoppers	-.246	.218	.260	-.674	.183
	Flyers	A little Media	.399(*)	.176	.024	.054	.744
		Media Mavens	.016	.245	.947	-.466	.498
		My Stuff	.151	.206	.463	-.253	.556

		Travel & Entertainment Non-Shoppers	-.189	.194	.330	-.570	.192
		Heavy Shoppers	.239	.211	.259	-.177	.655
	Heavy Shoppers	A little Media	-.007	.207	.974	-.414	.401
		Media Mavens	.406(*)	.183	.028	.045	.767
		My Stuff	.023	.251	.927	-.470	.516
		Travel & Entertainment Non-Shoppers	.158	.213	.457	-.260	.576
		Flyers	-.182	.201	.366	-.577	.213
			.246	.218	.260	-.183	.674
			.007	.207	.974	-.401	.414
REGR factor score 3 for analysis 1	A little Media	Media Mavens	-.463(*)	.220	.036	-.895	-.031
		My Stuff	-.062	.177	.727	-.411	.287
		Travel & Entertainment Non-Shoppers	.128	.164	.435	-.194	.450
		Flyers	.189	.183	.302	-.171	.550
		Heavy Shoppers	-.020	.171	.909	-.356	.317
			.104	.179	.562	-.248	.456
	Media Mavens	A little Media	.463(*)	.220	.036	.031	.895
		My Stuff	.401	.243	.100	-.078	.880
		Travel & Entertainment Non-Shoppers	.591(*)	.234	.012	.131	1.051
		Flyers	.652(*)	.248	.009	.165	1.140
		Heavy Shoppers	.443	.239	.064	-.027	.913
			.567(*)	.244	.021	.086	1.048
	My Stuff	A little Media	.062	.177	.727	-.287	.411
		Media Mavens	-.401	.243	.100	-.880	.078
		Travel & Entertainment Non-Shoppers	.190	.194	.329	-.193	.573
		Flyers	.251	.211	.235	-.164	.667
		Heavy Shoppers	.042	.201	.833	-.352	.437
			.166	.207	.424	-.242	.574
	Travel & Entertainment	A little Media	-.128	.164	.435	-.450	.194
		Media Mavens	-.591(*)	.234	.012	-1.051	-.131
		My Stuff	-.190	.194	.329	-.573	.193
		Non-Shoppers	.061	.200	.759	-.332	.455
		Flyers	-.148	.189	.434	-.519	.224
		Heavy Shoppers	-.024	.196	.902	-.409	.361
	Non-Shoppers	A little Media	-.189	.183	.302	-.550	.171
		Media Mavens	-.652(*)	.248	.009	-1.140	-.165
		My Stuff	-.251	.211	.235	-.667	.164
		Travel & Entertainment	-.061	.200	.759	-.455	.332
		Flyers	-.209	.206	.311	-.614	.196
		Heavy Shoppers	-.086	.212	.687	-.503	.332
	Flyers	A little Media	.020	.171	.909	-.317	.356
		Media Mavens	-.443	.239	.064	-.913	.027

		My Stuff	-.042	.201	.833	-.437	.352
		Travel & Entertainment	.148	.189	.434	-.224	.519
		Non-Shoppers	.209	.206	.311	-.196	.614
		Heavy Shoppers	.123	.202	.541	-.274	.521
	Heavy Shoppers	A little Media	-.104	.179	.562	-.456	.248
		Media Mavens	-.567(*)	.244	.021	-1.048	-.086
		My Stuff	-.166	.207	.424	-.574	.242
		Travel & Entertainment	.024	.196	.902	-.361	.409
		Non-Shoppers	.086	.212	.687	-.332	.503
		Flyers	-.123	.202	.541	-.521	.274
REGR factor score 4 for analysis 1	A little Media	Media Mavens	.345	.227	.130	-.103	.792
		My Stuff	-.038	.184	.837	-.399	.323
		Travel & Entertainment	-.268	.170	.115	-.601	.066
		Non-Shoppers	-.026	.190	.891	-.399	.347
		Flyers	-.271	.177	.126	-.619	.077
		Heavy Shoppers	.012	.185	.949	-.352	.376
	Media Mavens	A little Media	-.345	.227	.130	-.792	.103
		My Stuff	-.382	.252	.130	-.878	.113
		Travel & Entertainment	-.612(*)	.242	.012	-1.088	-.137
		Non-Shoppers	-.371	.256	.149	-.875	.134
		Flyers	-.616(*)	.247	.013	-1.102	-.130
		Heavy Shoppers	-.333	.253	.189	-.830	.165
	My Stuff	A little Media	.038	.184	.837	-.323	.399
		Media Mavens	.382	.252	.130	-.113	.878
		Travel & Entertainment	-.230	.201	.254	-.626	.166
		Non-Shoppers	.012	.219	.957	-.418	.442
		Flyers	-.234	.208	.261	-.642	.175
		Heavy Shoppers	.050	.214	.817	-.372	.471
	Travel & Entertainment	A little Media	.268	.170	.115	-.066	.601
		Media Mavens	.612(*)	.242	.012	.137	1.088
		My Stuff	.230	.201	.254	-.166	.626
		Non-Shoppers	.242	.207	.243	-.165	.649
		Flyers	-.004	.195	.986	-.388	.380
		Heavy Shoppers	.280	.203	.168	-.119	.678
	Non-Shoppers	A little Media	.026	.190	.891	-.347	.399
		Media Mavens	.371	.256	.149	-.134	.875
		My Stuff	-.012	.219	.957	-.442	.418
		Travel & Entertainment	-.242	.207	.243	-.649	.165
		Flyers	-.245	.213	.250	-.664	.174
		Heavy Shoppers	.038	.220	.863	-.394	.470

	Flyers	A little Media	.271	.177	.126	-.077	.619
		Media Mavens	.616(*)	.247	.013	.130	1.102
		My Stuff	.234	.208	.261	-.175	.642
		Travel & Entertainment	.004	.195	.986	-.380	.388
		Non-Shoppers	.245	.213	.250	-.174	.664
		Heavy Shoppers	.283	.209	.176	-.128	.694
	Heavy Shoppers	A little Media	-.012	.185	.949	-.376	.352
		Media Mavens	.333	.253	.189	-.165	.830
		My Stuff	-.050	.214	.817	-.471	.372
		Travel & Entertainment	-.280	.203	.168	-.678	.119
		Non-Shoppers	-.038	.220	.863	-.470	.394
		Flyers	-.283	.209	.176	-.694	.128
REGR factor score 5 for analysis 1	A little Media	Media Mavens	.298	.231	.198	-.156	.751
		My Stuff	.202	.186	.279	-.164	.568
		Travel & Entertainment	-.043	.172	.804	-.381	.296
		Non-Shoppers	-.008	.192	.967	-.387	.371
		Flyers	.000	.179	.998	-.354	.353
		Heavy Shoppers	.010	.188	.956	-.359	.379
	Media Mavens	A little Media	-.298	.231	.198	-.751	.156
		My Stuff	-.096	.255	.708	-.598	.407
		Travel & Entertainment	-.340	.245	.166	-.823	.142
		Non-Shoppers	-.306	.260	.241	-.817	.206
		Flyers	-.298	.251	.235	-.791	.195
		Heavy Shoppers	-.287	.256	.263	-.792	.217
	My Stuff	A little Media	-.202	.186	.279	-.568	.164
		Media Mavens	.096	.255	.708	-.407	.598
		Travel & Entertainment	-.244	.204	.232	-.646	.157
		Non-Shoppers	-.210	.222	.345	-.646	.226
		Flyers	-.202	.210	.337	-.616	.212
		Heavy Shoppers	-.191	.217	.379	-.619	.236
	Travel & Entertainment	A little Media	.043	.172	.804	-.296	.381
		Media Mavens	.340	.245	.166	-.142	.823
		My Stuff	.244	.204	.232	-.157	.646
		Non-Shoppers	.035	.210	.869	-.378	.447
		Flyers	.042	.198	.831	-.347	.432
		Heavy Shoppers	.053	.205	.797	-.351	.457
	Non-Shoppers	A little Media	.008	.192	.967	-.371	.387
		Media Mavens	.306	.260	.241	-.206	.817
		My Stuff	.210	.222	.345	-.226	.646
		Travel & Entertainment	-.035	.210	.869	-.447	.378
		Flyers	.008	.216	.972	-.418	.433

		Heavy Shoppers	.018	.223	.935	-.420	.457
	Flyers	A little Media	.000	.179	.998	-.353	.354
		Media Mavens	.298	.251	.235	-.195	.791
		My Stuff	.202	.210	.337	-.212	.616
		Travel & Entertainment	-.042	.198	.831	-.432	.347
		Non-Shoppers	-.008	.216	.972	-.433	.418
		Heavy Shoppers	.011	.212	.959	-.406	.427
	Heavy Shoppers	A little Media	-.010	.188	.956	-.379	.359
		Media Mavens	.287	.256	.263	-.217	.792
		My Stuff	.191	.217	.379	-.236	.619
		Travel & Entertainment	-.053	.205	.797	-.457	.351
		Non-Shoppers	-.018	.223	.935	-.457	.420
		Flyers	-.011	.212	.959	-.427	.406
REGR factor score 6 for analysis 1	A little Media	Media Mavens	-.227	.230	.324	-.680	.226
		My Stuff	-.308	.186	.099	-.674	.058
		Travel & Entertainment	-.020	.172	.909	-.357	.318
		Non-Shoppers	-.002	.192	.992	-.380	.376
		Flyers	.052	.179	.773	-.301	.405
		Heavy Shoppers	-.163	.187	.384	-.532	.205
	Media Mavens	A little Media	.227	.230	.324	-.226	.680
		My Stuff	-.081	.255	.752	-.582	.421
		Travel & Entertainment	.208	.245	.397	-.274	.690
		Non-Shoppers	.225	.260	.386	-.286	.736
		Flyers	.279	.250	.266	-.213	.772
		Heavy Shoppers	.064	.256	.803	-.440	.568
	My Stuff	A little Media	.308	.186	.099	-.058	.674
		Media Mavens	.081	.255	.752	-.421	.582
		Travel & Entertainment	.288	.204	.158	-.113	.689
		Non-Shoppers	.306	.221	.168	-.130	.742
		Flyers	.360	.210	.088	-.054	.773
		Heavy Shoppers	.145	.217	.506	-.283	.572
	Travel & Entertainment	A little Media	.020	.172	.909	-.318	.357
		Media Mavens	-.208	.245	.397	-.690	.274
		My Stuff	-.288	.204	.158	-.689	.113
		Non-Shoppers	.018	.210	.933	-.395	.430
		Flyers	.071	.198	.719	-.318	.460
		Heavy Shoppers	-.144	.205	.484	-.547	.260
	Non-Shoppers	A little Media	.002	.192	.992	-.376	.380
		Media Mavens	-.225	.260	.386	-.736	.286
		My Stuff	-.306	.221	.168	-.742	.130

		Travel & Entertainment	-.018	.210	.933	-.430	.395
		Flyers	.054	.216	.804	-.371	.478
		Heavy Shoppers	-.161	.223	.469	-.599	.277
	Flyers	A little Media	-.052	.179	.773	-.405	.301
		Media Mavens	-.279	.250	.266	-.772	.213
		My Stuff	-.360	.210	.088	-.773	.054
		Travel & Entertainment	-.071	.198	.719	-.460	.318
		Non-Shoppers	-.054	.216	.804	-.478	.371
		Heavy Shoppers	-.215	.212	.310	-.631	.201
	Heavy Shoppers	A little Media	.163	.187	.384	-.205	.532
		Media Mavens	-.064	.256	.803	-.568	.440
		My Stuff	-.145	.217	.506	-.572	.283
		Travel & Entertainment	.144	.205	.484	-.260	.547
		Non-Shoppers	.161	.223	.469	-.277	.599
		Flyers	.215	.212	.310	-.201	.631
REGR factor score 7 for analysis 1	A little Media	Media Mavens	-.301	.236	.203	-.765	.163
		My Stuff	.226	.190	.237	-.149	.600
		Travel & Entertainment	.186	.176	.291	-.160	.532
		Non-Shoppers	.449(*)	.197	.023	.062	.837
		Flyers	.008	.184	.964	-.353	.370
		Heavy Shoppers	.004	.192	.982	-.373	.382
	Media Mavens	A little Media	.301	.236	.203	-.163	.765
		My Stuff	.527(*)	.261	.045	.013	1.041
		Travel & Entertainment	.487	.251	.053	-.007	.980
		Non-Shoppers	.750(*)	.266	.005	.227	1.274
		Flyers	.309	.256	.228	-.195	.814
		Heavy Shoppers	.305	.262	.245	-.211	.822
	My Stuff	A little Media	-.226	.190	.237	-.600	.149
		Media Mavens	-.527(*)	.261	.045	-1.041	-.013
		Travel & Entertainment	-.040	.209	.849	-.450	.371
		Non-Shoppers	.224	.227	.325	-.222	.670
		Flyers	-.217	.215	.313	-.641	.206
		Heavy Shoppers	-.221	.222	.321	-.659	.216
	Travel & Entertainment	A little Media	-.186	.176	.291	-.532	.160
		Media Mavens	-.487	.251	.053	-.980	.007
		My Stuff	.040	.209	.849	-.371	.450
		Non-Shoppers	.263	.215	.221	-.159	.686
		Flyers	-.178	.203	.381	-.576	.221
		Heavy Shoppers	-.181	.210	.388	-.595	.232
	Non-Shoppers	A little Media	-.449(*)	.197	.023	-.837	-.062

		Media Mavens	-.750(*)	.266	.005	-1.274	-.227
		My Stuff	-.224	.227	.325	-.670	.222
		Travel & Entertainment	-.263	.215	.221	-.686	.159
		Flyers	-.441(*)	.221	.047	-.876	-.006
		Heavy Shoppers	-.445	.228	.052	-.893	.004
	Flyers	A little Media	-.008	.184	.964	-.370	.353
		Media Mavens	-.309	.256	.228	-.814	.195
		My Stuff	.217	.215	.313	-.206	.641
		Travel & Entertainment	.178	.203	.381	-.221	.576
		Non-Shoppers	.441(*)	.221	.047	.006	.876
	Heavy Shoppers	Heavy Shoppers	-.004	.217	.986	-.430	.422
		A little Media	-.004	.192	.982	-.382	.373
		Media Mavens	-.305	.262	.245	-.822	.211
		My Stuff	.221	.222	.321	-.216	.659
		Travel & Entertainment	.181	.210	.388	-.232	.595
REGR factor score 8 for analysis 1	A little Media	Non-Shoppers	.445	.228	.052	-.004	.893
		Flyers	.004	.217	.986	-.422	.430
		Media Mavens	-.328	.230	.155	-.781	.125
		My Stuff	.205	.186	.271	-.161	.571
		Travel & Entertainment	-.036	.172	.835	-.374	.302
	Media Mavens	Non-Shoppers	-.278	.192	.150	-.656	.101
		Flyers	-.044	.179	.807	-.396	.309
		Heavy Shoppers	.042	.187	.825	-.327	.410
		A little Media	.328	.230	.155	-.125	.781
		My Stuff	.533(*)	.255	.037	.031	1.035
	My Stuff	Travel & Entertainment	.292	.245	.234	-.189	.774
		Non-Shoppers	.050	.260	.846	-.461	.561
		Flyers	.284	.250	.257	-.208	.777
		Heavy Shoppers	.370	.256	.150	-.134	.874
		A little Media	-.205	.186	.271	-.571	.161
	Travel & Entertainment	Media Mavens	-.533(*)	.255	.037	-1.035	-.031
		Travel & Entertainment	-.241	.204	.239	-.641	.160
		Non-Shoppers	-.482(*)	.221	.030	-.918	-.047
		Flyers	-.249	.210	.238	-.662	.165
		Heavy Shoppers	-.163	.217	.453	-.590	.264
		A little Media	.036	.172	.835	-.302	.374
		Media Mavens	-.292	.245	.234	-.774	.189
		My Stuff	.241	.204	.239	-.160	.641
		Non-Shoppers	-.242	.210	.249	-.654	.170
		Flyers	-.008	.198	.968	-.397	.381
		Heavy Shoppers	.077	.205	.706	-.326	.481

	Non-Shoppers	A little Media	.278	.192	.150	-.101	.656
		Media Mavens	-.050	.260	.846	-.561	.461
		My Stuff	.482(*)	.221	.030	.047	.918
		Travel & Entertainment	.242	.210	.249	-.170	.654
		Flyers	.234	.216	.279	-.191	.658
		Heavy Shoppers	.319	.223	.153	-.119	.757
	Flyers	A little Media	.044	.179	.807	-.309	.396
		Media Mavens	-.284	.250	.257	-.777	.208
		My Stuff	.249	.210	.238	-.165	.662
		Travel & Entertainment	.008	.198	.968	-.381	.397
		Non-Shoppers	-.234	.216	.279	-.658	.191
		Heavy Shoppers	.085	.212	.687	-.331	.501
	Heavy Shoppers	A little Media	-.042	.187	.825	-.410	.327
		Media Mavens	-.370	.256	.150	-.874	.134
		My Stuff	.163	.217	.453	-.264	.590
		Travel & Entertainment	-.077	.205	.706	-.481	.326
		Non-Shoppers	-.319	.223	.153	-.757	.119
		Flyers	-.085	.212	.687	-.501	.331
REGR factor score 9 for analysis 1	A little Media	Media Mavens	-.453(*)	.222	.042	-.890	-.017
		My Stuff	.244	.179	.174	-.109	.596
		Travel & Entertainment	-.272	.165	.101	-.597	.054
		Non-Shoppers	.265	.185	.154	-.100	.629
		Flyers	-.013	.173	.938	-.353	.327
		Heavy Shoppers	-.057	.181	.753	-.412	.298
	Media Mavens	A little Media	.453(*)	.222	.042	.017	.890
		My Stuff	.697(*)	.246	.005	.214	1.181
		Travel & Entertainment	.182	.236	.442	-.283	.646
		Non-Shoppers	.718(*)	.250	.004	.226	1.211
		Flyers	.440	.241	.069	-.034	.915
		Heavy Shoppers	.397	.247	.109	-.089	.882
	My Stuff	A little Media	-.244	.179	.174	-.596	.109
		Media Mavens	-.697(*)	.246	.005	-1.181	-.214
		Travel & Entertainment	-.516(*)	.196	.009	-.902	-.129
		Non-Shoppers	.021	.213	.923	-.399	.440
		Flyers	-.257	.203	.205	-.656	.141
		Heavy Shoppers	-.301	.209	.152	-.713	.111
	Travel & Entertainment	A little Media	.272	.165	.101	-.054	.597
		Media Mavens	-.182	.236	.442	-.646	.283
		My Stuff	.516(*)	.196	.009	.129	.902
		Non-Shoppers	.536(*)	.202	.008	.139	.934
		Flyers	.258	.191	.176	-.117	.633

		Heavy Shoppers	.215	.198	.278	-.174	.604
	Non-Shoppers	A little Media	-.265	.185	.154	-.629	.100
		Media Mavens	-.718(*)	.250	.004	-1.211	-.226
		My Stuff	-.021	.213	.923	-.440	.399
		Travel & Entertainment	-.536(*)	.202	.008	-.934	-.139
		Flyers	-.278	.208	.182	-.687	.131
		Heavy Shoppers	-.321	.215	.135	-.744	.101
	Flyers	A little Media	.013	.173	.938	-.327	.353
		Media Mavens	-.440	.241	.069	-.915	.034
		My Stuff	.257	.203	.205	-.141	.656
		Travel & Entertainment	-.258	.191	.176	-.633	.117
		Non-Shoppers	.278	.208	.182	-.131	.687
		Heavy Shoppers	-.043	.204	.831	-.444	.358
	Heavy Shoppers	A little Media	.057	.181	.753	-.298	.412
		Media Mavens	-.397	.247	.109	-.882	.089
		My Stuff	.301	.209	.152	-.111	.713
		Travel & Entertainment	-.215	.198	.278	-.604	.174
		Non-Shoppers	.321	.215	.135	-.101	.744
		Flyers	.043	.204	.831	-.358	.444
REGR factor score 10 for analysis 1	A little Media	Media Mavens	.233	.225	.300	-.209	.675
		My Stuff	.017	.181	.923	-.339	.374
		Travel & Entertainment	.294	.168	.080	-.035	.624
		Non-Shoppers	.080	.188	.672	-.289	.449
		Flyers	.392(*)	.175	.026	.048	.736
		Heavy Shoppers	-.094	.183	.608	-.454	.266
	Media Mavens	A little Media	-.233	.225	.300	-.675	.209
		My Stuff	-.216	.249	.387	-.705	.274
		Travel & Entertainment	.061	.239	.799	-.409	.531
		Non-Shoppers	-.154	.253	.545	-.652	.345
		Flyers	.159	.244	.516	-.321	.639
		Heavy Shoppers	-.327	.250	.191	-.819	.164
	My Stuff	A little Media	-.017	.181	.923	-.374	.339
		Media Mavens	.216	.249	.387	-.274	.705
		Travel & Entertainment	.277	.199	.165	-.115	.668
		Non-Shoppers	.062	.216	.774	-.363	.487
		Flyers	.375	.205	.069	-.029	.778
		Heavy Shoppers	-.111	.212	.599	-.528	.305
	Travel & Entertainment	A little Media	-.294	.168	.080	-.624	.035
		Media Mavens	-.061	.239	.799	-.531	.409
		My Stuff	-.277	.199	.165	-.668	.115

		Non-Shoppers	-.215	.204	.295	-.617	.188
		Flyers	.098	.193	.611	-.281	.478
		Heavy Shoppers	-.388	.200	.053	-.782	.006
	Non-Shoppers	A little Media	-.080	.188	.672	-.449	.289
		Media Mavens	.154	.253	.545	-.345	.652
		My Stuff	-.062	.216	.774	-.487	.363
		Travel & Entertainment	.215	.204	.295	-.188	.617
		Flyers	.313	.211	.139	-.102	.727
		Heavy Shoppers	-.174	.217	.425	-.601	.254
	Flyers	A little Media	-.392(*)	.175	.026	-.736	-.048
		Media Mavens	-.159	.244	.516	-.639	.321
		My Stuff	-.375	.205	.069	-.778	.029
		Travel & Entertainment	-.098	.193	.611	-.478	.281
		Non-Shoppers	-.313	.211	.139	-.727	.102
		Heavy Shoppers	-.486(*)	.206	.019	-.892	-.080
	Heavy Shoppers	A little Media	.094	.183	.608	-.266	.454
		Media Mavens	.327	.250	.191	-.164	.819
		My Stuff	.111	.212	.599	-.305	.528
		Travel & Entertainment	.388	.200	.053	-.006	.782
		Non-Shoppers	.174	.217	.425	-.254	.601
		Flyers	.486(*)	.206	.019	.080	.892
REGR factor score 11 for analysis 1	A little Media	Media Mavens	-.222	.230	.335	-.673	.230
		My Stuff	-.126	.185	.498	-.491	.239
		Travel & Entertainment	-.059	.171	.729	-.396	.277
		Non-Shoppers	-.082	.192	.667	-.460	.295
		Flyers	-.144	.179	.421	-.496	.208
		Heavy Shoppers	-.010	.187	.958	-.378	.358
	Media Mavens	A little Media	.222	.230	.335	-.230	.673
		My Stuff	.096	.254	.707	-.405	.596
		Travel & Entertainment	.162	.244	.507	-.318	.643
		Non-Shoppers	.139	.259	.592	-.370	.649
		Flyers	.077	.250	.756	-.414	.569
		Heavy Shoppers	.212	.256	.408	-.291	.714
	My Stuff	A little Media	.126	.185	.498	-.239	.491
		Media Mavens	-.096	.254	.707	-.596	.405
		Travel & Entertainment	.066	.203	.744	-.334	.466
		Non-Shoppers	.043	.221	.845	-.391	.478
		Flyers	-.018	.210	.930	-.431	.394
		Heavy Shoppers	.116	.217	.593	-.310	.542
	Travel &	A little Media	.059	.171	.729	-.277	.396

	Entertainment	Media Mavens	-.162	.244	.507	-.643	.318
		My Stuff	-.066	.203	.744	-.466	.334
		Non-Shoppers	-.023	.209	.912	-.434	.388
		Flyers	-.085	.197	.668	-.473	.303
		Heavy Shoppers	.050	.205	.809	-.353	.452
	Non-Shoppers	A little Media	.082	.192	.667	-.295	.460
		Media Mavens	-.139	.259	.592	-.649	.370
		My Stuff	-.043	.221	.845	-.478	.391
		Travel & Entertainment	.023	.209	.912	-.388	.434
		Flyers	-.062	.215	.775	-.485	.362
		Heavy Shoppers	.073	.222	.744	-.364	.509
	Flyers	A little Media	.144	.179	.421	-.208	.496
		Media Mavens	-.077	.250	.756	-.569	.414
		My Stuff	.018	.210	.930	-.394	.431
		Travel & Entertainment	.085	.197	.668	-.303	.473
		Non-Shoppers	.062	.215	.775	-.362	.485
		Heavy Shoppers	.134	.211	.525	-.281	.549
	Heavy Shoppers	A little Media	.010	.187	.958	-.358	.378
		Media Mavens	-.212	.256	.408	-.714	.291
		My Stuff	-.116	.217	.593	-.542	.310
		Travel & Entertainment	-.050	.205	.809	-.452	.353
		Non-Shoppers	-.073	.222	.744	-.509	.364
		Flyers	-.134	.211	.525	-.549	.281

* The mean difference is significant at the .05 level.

APPENDIX G

Appendix G: MANOVAs for Significant Factors

G1: Visit: Factor 2 (Reliable, Quick, Cheap, and Easy Websites) MANOVA

General Linear Model

Descriptive Statistics				
	Ward Method_Visit	Mean	Std. Deviation	N
Fast response time from customer service	My Stuff	5.6173	1.40150	81
	Some of Everything	5.9268	1.26472	82
	Non-Browsers	5.8235	1.19509	51
	Technos	5.8158	1.18219	38
	Travelers	6.0000	1.28145	96
	Media Mavens	6.1887	1.00109	53
	Frequent Browsers	6.1304	1.21746	23
	Total	5.9057	1.25311	424
The download speed of the page	My Stuff	5.0370	1.38243	81
	Some of Everything	5.0122	1.47819	82
	Non-Browsers	4.8039	1.80022	51
	Technos	4.7895	1.29777	38
	Travelers	5.2396	1.59436	96
	Media Mavens	5.2264	1.31034	53
	Frequent Browsers	4.9565	1.82105	23
	Total	5.0472	1.51358	424
A return policy that is easy to understand and use	My Stuff	5.3086	1.53005	81
	Some of Everything	5.5854	1.16483	82
	Non-Browsers	5.2353	1.58225	51
	Technos	5.3421	1.16888	38
	Travelers	5.9375	1.13149	96
	Media Mavens	5.3962	1.51073	53
	Frequent Browsers	5.8261	1.26678	23
	Total	5.5377	1.35566	424
Price incentives (coupons, future sale items, frequent shopper program, etc.)	My Stuff	5.1852	1.79660	81
	Some of Everything	5.5488	1.33474	82
	Non-Browsers	4.9608	1.75455	51
	Technos	5.4211	1.38782	38
	Travelers	5.5104	1.43633	96
	Media Mavens	5.4151	1.35070	53
	Frequent Browsers	5.6522	1.79921	23
	Total	5.3774	1.54340	424
It has guarantee from the vendor that my personal information will not be used to invade my privacy	My Stuff	5.6173	1.67756	81
	Some of Everything	5.8171	1.30647	82
	Non-Browsers	5.6667	1.65731	51
	Technos	5.7632	1.54979	38
	Travelers	6.1250	1.21612	96
	Media Mavens	5.8868	1.53998	53
	Frequent Browsers	6.2609	1.09617	23
	Total	5.8585	1.45663	424
Has many options for navigating within the site	My Stuff	4.3210	1.72357	81
	Some of Everything	4.6220	1.40229	82
	Non-Browsers	3.9412	1.75968	51
	Technos	4.1579	1.49822	38
	Travelers	4.6354	1.52260	96
	Media Mavens	4.8868	1.44994	53
	Frequent Browsers	4.4783	1.53355	23
	Total	4.4693	1.57522	424
The Internet links on the site are working properly	My Stuff	5.4568	1.60507	81
	Some of Everything	5.4756	1.52531	82
	Non-Browsers	5.3333	1.63299	51
	Technos	5.3421	1.54703	38
	Travelers	5.6667	1.28691	96
	Media Mavens	5.6604	1.45369	53
	Frequent Browsers	5.7391	1.32175	23
	Total	5.5236	1.48257	424

Between-Subjects Factors

		Value Label	N
Ward	1	My Stuff	81
Method_Visit	2	Some of	82
Cluster		Everything	
Solution	3	Non-	51
		Browsers	
	4	Technos	38
	5	Travelers	96
	6	Media	53
		Mavens	
	7	Frequent	23
		Browsers	

Box's Test of Equality of Covariance Matrices^a

Box's M	240.506
F	1.343
df1	168
df2	69220.567
Sig.	.002

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept+Visit7_1

Bartlett's Test of Sphericity^a

Likelihood Ratio	.000
Approx. Chi-Square	1157.379
df	27
Sig.	.000

Tests the null hypothesis that the residual covariance matrix is proportional to an identity matrix.

a. Design: Intercept+Visit7_1

Multivariate Tests

Effect	Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^a
Intercept								
Pillai's Trace	.959	360.403 ^b	7.000	111.000	.000	.959	1522.819	1.000
Wilks' Lambda	.041	360.403 ^b	7.000	111.000	.000	.959	1522.819	1.000
Hotelling's Trace	23.170	360.403 ^b	7.000	111.000	.000	.959	1522.819	1.000
Roy's Largest Root	23.170	360.403 ^b	7.000	111.000	.000	.959	1522.819	1.000
Visit7_								
Pillai's Trace	.116	1.167	42.000	196.000	.215	.019	49.012	.984
Wilks' Lambda	.889	1.167	42.000	196.000	.215	.019	38.220	.930
Hotelling's Trace	.120	1.166	42.000	196.000	.216	.020	48.988	.984
Roy's Largest Root	.047	2.806 ^c	7.000	116.000	.007	.045	19.645	.918

a. Computed using alpha = .05

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

d. Design: Intercept+Visit7_1

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	Fast response time from customer service	13.685	6	2.281	1.462	.190
	The download speed of the page	11.096	6	1.849	.805	.566
	A return policy that is easy to understand and use	28.872	6	4.812	2.681	.015
	Price incentives (coupons, future sale items, frequent shopper program, etc.)	17.836	6	2.973	1.252	.278
	It has guarantee from the vendor that my personal information will not be used to invade my privacy	17.660	6	2.943	1.395	.215
	Has many options for navigating within the site	33.491	6	5.582	2.291	.035
	The Internet links on the site are working properly	7.673	6	1.279	.578	.748
Intercept	Fast response time from customer service	12026.070	1	12026.070	7708.771	.000
	The download speed of the page	8584.709	1	8584.709	3736.921	.000
	A return policy that is easy to understand and use	10419.601	1	10419.601	5804.721	.000
	Price incentives (coupons, future sale items, frequent shopper program, etc.)	9919.891	1	9919.891	4179.278	.000
	It has guarantee from the vendor that my personal information will not be used to invade my privacy	11815.067	1	11815.067	5599.690	.000

	Has many options for navigating within the site	6728.017	1	6728.017	2761.100	.000
	The Internet links on the site are working properly	10442.698	1	10442.698	4722.534	.000
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Visit7_1	Fast response time from customer service	13.685	6	2.281	1.462	.190
	The download speed of the page	11.096	6	1.849	.805	.566
	A return policy that is easy to understand and use	28.872	6	4.812	2.681	.015
	Price incentives (coupons, future sale items, frequent shopper program, etc.)	17.836	6	2.973	1.252	.278
	It has guarantee from the vendor that my personal information will not be used to invade my privacy	17.660	6	2.943	1.395	.215
	Has many options for navigating within the site	33.491	6	5.582	2.291	.035
	The Internet links on the site are working properly	7.673	6	1.279	.578	.748
Error	Fast response time from customer service	650.541	417	1.560		
	The download speed of the page	957.961	417	2.297		
	A return policy that is easy to understand and use	748.524	417	1.795		
	Price incentives (coupons, future sale items, frequent shopper program, etc.)	989.787	417	2.374		

	It has guarantee from the vendor that my personal information will not be used to invade my privacy	879.849	417	2.110		
	Has many options for navigating within the site	1016.110	417	2.437		
	The Internet links on the site are working properly	922.091	417	2.211		
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Total	Fast response time from customer service	15452.000	424			
	The download speed of the page	11770.000	424			
	A return policy that is easy to understand and use	13780.000	424			
	Price incentives (coupons, future sale items, frequent shopper program, etc.)	13268.000	424			
	It has guarantee from the vendor that my personal information will not be used to invade my privacy	15450.000	424			
	Has many options for navigating within the site	9519.000	424			
	The Internet links on the site are working properly	13866.000	424			

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Total	Fast response time from customer service	664.226	423			
	The download speed of the page	969.057	423			
	A return policy that is easy to understand and use	777.396	423			
	Price incentives (coupons, future sale items, frequent shopper program, etc.)	1007.623	423			
	It has guarantee from the vendor that my personal information will not be used to invade my privacy	897.509	423			
	Has many options for navigating within the site	1049.601	423			
	The Internet links on the site are working properly	929.764	423			

Tests of Between-Subjects Effects continued

Source	Dependent Variable	Partial Eta Squared	Noncent Parameter	Observed Power(a)
Corrected Model	Fast response time from customer service	.021	8.772	.569
	The download speed of the page	.011	4.830	.320
	A return policy that is easy to understand and use	.037	16.085	.865
	Price incentives (coupons, future sale items, frequent shopper program, etc.)	.018	7.514	.494
	It has guarantee from the vendor that my personal information will not be used to invade my privacy	.020	8.370	.545
	Has many options for navigating within the site	.032	13.744	.797
	The Internet links on the site are working properly	.008	3.470	.232
Intercept	Fast response time from customer service	.949	7708.771	1.000
	The download speed of the page	.900	3736.921	1.000
	A return policy that is easy to understand and use	.933	5804.721	1.000
	Price incentives (coupons, future sale items, frequent shopper program, etc.)	.909	4179.278	1.000
	It has guarantee from the vendor that my personal information will not be used to invade my privacy	.931	5599.690	1.000

	Has many options for navigating within the site	.869	2761.100	1.000
	The Internet links on the site are working properly	.919	4722.534	1.000
Source	Dependent Variable	Partial Eta Squared	Noncent Parameter	Observed Power(a)
Visit7_1	Fast response time from customer service	.021	8.772	.569
	The download speed of the page	.011	4.830	.320
	A return policy that is easy to understand and use	.037	16.085	.865
	Price incentives (coupons, future sale items, frequent shopper program, etc.)	.018	7.514	.494
	It has guarantee from the vendor that my personal information will not be used to invade my privacy	.020	8.370	.545
	Has many options for navigating within the site	.032	13.744	.797
	The Internet links on the site are working properly	.008	3.470	.232

Levene's Test of Equality of Error Variances^a

	F	df1	df2	Sig.
Fast response time from customer service	.751	6	417	.609
The download speed of the page	2.192	6	417	.043
A return policy that is easy to understand and use	3.198	6	417	.004
Price incentives (coupons, future sale items, frequent shopper program, etc.)	2.009	6	417	.063
It has guarantee from the vendor that my personal information will not be used to invade my privacy	2.563	6	417	.019
Has many options for navigating within the site	1.200	6	417	.305
The Internet links on the site are working properly	.878	6	417	.511

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept+Visit7_1

Post Hoc Tests (Visit- Factor 2 Items)

LSD

Dependent Variable	(I) Ward Method_Visit Cluster Solution	(J) Ward Method_Visit Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Fast response time from customer service	My Stuff	Some of Everything	-.310	.196	.114	-.694	.075
		Non-Browsers	-.206	.223	.356	-.645	.233
		Technos	-.199	.246	.419	-.681	.284
		Travelers	-.383(*)	.188	.043	-.753	-.012
		Media Mavens	-.571(*)	.221	.010	-1.005	-.138
		Frequent Browsers	-.513	.295	.083	-1.093	.067
	Some of Everything	My Stuff	.310	.196	.114	-.075	.694
		Non-Browsers	.103	.223	.643	-.335	.541
		Technos	.111	.245	.651	-.371	.593
		Travelers	-.073	.188	.697	-.442	.296
		Media Mavens	-.262	.220	.235	-.695	.171
		Frequent Browsers	-.204	.295	.490	-.783	.376
	Non-Browsers	My Stuff	.206	.223	.356	-.233	.645
		Some of Everything	-.103	.223	.643	-.541	.335
		Technos	.008	.268	.977	-.518	.534
		Travelers	-.176	.216	.415	-.602	.249
		Media Mavens	-.365	.245	.137	-.847	.116
		Frequent Browsers	-.307	.314	.328	-.924	.310
	Technos	My Stuff	.199	.246	.419	-.284	.681
		Some of Everything	-.111	.245	.651	-.593	.371
		Non-Browsers	-.008	.268	.977	-.534	.518
		Travelers	-.184	.239	.442	-.655	.286
		Media Mavens	-.373	.265	.161	-.895	.149
		Frequent Browsers	-.315	.330	.341	-.963	.334
	Travelers	My Stuff	.383(*)	.188	.043	.012	.753
		Some of Everything	.073	.188	.697	-.296	.442
		Non-Browsers	.176	.216	.415	-.249	.602
		Technos	.184	.239	.442	-.286	.655
		Media Mavens	-.189	.214	.378	-.609	.231
		Frequent Browsers	-.130	.290	.653	-.700	.440
	Media Mavens	My Stuff	.571(*)	.221	.010	.138	1.005
		Some of Everything	.262	.220	.235	-.171	.695
		Non-Browsers	.365	.245	.137	-.116	.847

The download speed of the page		Technos	.373	.265	.161	-.149	.895
		Travelers	.189	.214	.378	-.231	.609
		Frequent Browsers	.058	.312	.852	-.555	.671
	Frequent Browsers	My Stuff	.513	.295	.083	-.067	1.093
		Some of Everything	.204	.295	.490	-.376	.783
		Non-Browsers	.307	.314	.328	-.310	.924
		Technos	.315	.330	.341	-.334	.963
		Travelers	.130	.290	.653	-.440	.700
		Media Mavens	-.058	.312	.852	-.671	.555
	My Stuff	Some of Everything	.025	.237	.917	-.442	.492
		Non-Browsers	.233	.271	.390	-.299	.766
		Technos	.248	.298	.407	-.338	.833
		Travelers	-.203	.229	.376	-.652	.247
		Media Mavens	-.189	.268	.480	-.716	.337
		Frequent Browsers	.081	.358	.822	-.623	.784
	Some of Everything	My Stuff	-.025	.237	.917	-.492	.442
		Non-Browsers	.208	.270	.441	-.323	.740
		Technos	.223	.297	.454	-.362	.807
		Travelers	-.227	.228	.319	-.675	.221
		Media Mavens	-.214	.267	.423	-.739	.311
		Frequent Browsers	.056	.358	.876	-.647	.759
	Non-Browsers	My Stuff	-.233	.271	.390	-.766	.299
		Some of Everything	-.208	.270	.441	-.740	.323
		Technos	.014	.325	.965	-.624	.653
		Travelers	-.436	.263	.098	-.952	.081
		Media Mavens	-.422	.297	.156	-1.007	.162
		Frequent Browsers	-.153	.381	.689	-.901	.596
	Technos	My Stuff	-.248	.298	.407	-.833	.338
		Some of Everything	-.223	.297	.454	-.807	.362
		Non-Browsers	-.014	.325	.965	-.653	.624
		Travelers	-.450	.290	.122	-1.021	.121
		Media Mavens	-.437	.322	.176	-1.070	.196
		Frequent Browsers	-.167	.400	.677	-.954	.620
	Travelers	My Stuff	.203	.229	.376	-.247	.652
		Some of Everything	.227	.228	.319	-.221	.675
		Non-Browsers	.436	.263	.098	-.081	.952
		Technos	.450	.290	.122	-.121	1.021
		Media Mavens	.013	.259	.960	-.497	.523
		Frequent Browsers	.283	.352	.422	-.409	.975

	Media Mavens	My Stuff	.189	.268	.480	-.337	.716
		Some of Everything	.214	.267	.423	-.311	.739
		Non-Browsers	.422	.297	.156	-.162	1.007
		Technos	.437	.322	.176	-.196	1.070
		Travelers	-.013	.259	.960	-.523	.497
		Frequent Browsers	.270	.378	.476	-.474	1.014
	Frequent Browsers	My Stuff	-.081	.358	.822	-.784	.623
		Some of Everything	-.056	.358	.876	-.759	.647
		Non-Browsers	.153	.381	.689	-.596	.901
		Technos	.167	.400	.677	-.620	.954
		Travelers	-.283	.352	.422	-.975	.409
		Media Mavens	-.270	.378	.476	-1.014	.474
A return policy that is easy to understand and use	My Stuff	Some of Everything	-.277	.210	.188	-.689	.136
		Non-Browsers	.073	.239	.760	-.397	.544
		Technos	-.033	.263	.899	-.551	.484
		Travelers	-.629(*)	.202	.002	-1.026	-.232
		Media Mavens	-.088	.237	.712	-.553	.378
		Frequent Browsers	-.517	.317	.103	-1.140	.105
	Some of Everything	My Stuff	.277	.210	.188	-.136	.689
		Non-Browsers	.350	.239	.144	-.120	.820
		Technos	.243	.263	.355	-.274	.760
		Travelers	-.352	.201	.081	-.748	.044
		Media Mavens	.189	.236	.424	-.275	.653
		Frequent Browsers	-.241	.316	.447	-.862	.381
	Non-Browsers	My Stuff	-.073	.239	.760	-.544	.397
		Some of Everything	-.350	.239	.144	-.820	.120
		Technos	-.107	.287	.710	-.671	.458
		Travelers	-.702(*)	.232	.003	-1.159	-.246
		Media Mavens	-.161	.263	.541	-.678	.356
		Frequent Browsers	-.591	.337	.080	-1.252	.071
	Technos	My Stuff	.033	.263	.899	-.484	.551
		Some of Everything	-.243	.263	.355	-.760	.274
		Non-Browsers	.107	.287	.710	-.458	.671
		Travelers	-.595(*)	.257	.021	-1.100	-.091
		Media Mavens	-.054	.285	.849	-.614	.506
		Frequent Browsers	-.484	.354	.172	-1.180	.212
	Travelers	My Stuff	.629(*)	.202	.002	.232	1.026
		Some of Everything	.352	.201	.081	-.044	.748
		Non-Browsers	.702(*)	.232	.003	.246	1.159

	Technos		.595(*)	.257	.021	.091	1.100
	Media Mavens		.541(*)	.229	.019	.091	.992
	Frequent Browsers		.111	.311	.720	-.500	.723
	Media Mavens	My Stuff	.088	.237	.712	-.378	.553
		Some of Everything	-.189	.236	.424	-.653	.275
		Non-Browsers	.161	.263	.541	-.356	.678
		Technos	.054	.285	.849	-.506	.614
		Travelers	-.541(*)	.229	.019	-.992	-.091
		Frequent Browsers	-.430	.335	.200	-1.087	.228
	Frequent Browsers	My Stuff	.517	.317	.103	-.105	1.140
		Some of Everything	.241	.316	.447	-.381	.862
		Non-Browsers	.591	.337	.080	-.071	1.252
		Technos	.484	.354	.172	-.212	1.180
		Travelers	-.111	.311	.720	-.723	.500
		Media Mavens	.430	.335	.200	-.228	1.087
Price incentives (coupons, future sale items, frequent shopper program, etc.)	My Stuff	Some of Everything	-.364	.241	.133	-.838	.111
		Non-Browsers	.224	.275	.416	-.317	.766
		Technos	-.236	.303	.437	-.831	.360
		Travelers	-.325	.232	.162	-.782	.132
		Media Mavens	-.230	.272	.399	-.765	.305
		Frequent Browsers	-.467	.364	.200	-1.183	.249
	Some of Everything	My Stuff	.364	.241	.133	-.111	.838
		Non-Browsers	.588(*)	.275	.033	.048	1.128
		Technos	.128	.302	.673	-.467	.722
		Travelers	.038	.232	.869	-.417	.494
		Media Mavens	.134	.272	.623	-.400	.667
		Frequent Browsers	-.103	.364	.776	-.818	.611
	Non-Browsers	My Stuff	-.224	.275	.416	-.766	.317
		Some of Everything	-.588(*)	.275	.033	-1.128	-.048
		Technos	-.460	.330	.164	-1.109	.189
		Travelers	-.550(*)	.267	.040	-1.074	-.025
		Media Mavens	-.454	.302	.134	-1.048	.140
		Frequent Browsers	-.691	.387	.075	-1.452	.069
	Technos	My Stuff	.236	.303	.437	-.360	.831
		Some of Everything	-.128	.302	.673	-.722	.467
		Non-Browsers	.460	.330	.164	-.189	1.109
		Travelers	-.089	.295	.762	-.670	.491
		Media Mavens	.006	.327	.985	-.638	.650
		Frequent Browsers	-.231	.407	.570	-1.031	.569

	Travelers	My Stuff	.325	.232	.162	-.132	.782
		Some of Everything	-.038	.232	.869	-.494	.417
		Non-Browsers	.550(*)	.267	.040	.025	1.074
		Technos	.089	.295	.762	-.491	.670
		Media Mavens	.095	.264	.718	-.423	.614
		Frequent Browsers	-.142	.358	.692	-.845	.561
	Media Mavens	My Stuff	.230	.272	.399	-.305	.765
		Some of Everything	-.134	.272	.623	-.667	.400
		Non-Browsers	.454	.302	.134	-.140	1.048
		Technos	-.006	.327	.985	-.650	.638
		Travelers	-.095	.264	.718	-.614	.423
		Frequent Browsers	-.237	.385	.538	-.993	.519
	Frequent Browsers	My Stuff	.467	.364	.200	-.249	1.183
		Some of Everything	.103	.364	.776	-.611	.818
		Non-Browsers	.691	.387	.075	-.069	1.452
		Technos	.231	.407	.570	-.569	1.031
		Travelers	.142	.358	.692	-.561	.845
		Media Mavens	.237	.385	.538	-.519	.993
It has guarantee from the vendor that my personal information will not be used to invade my privacy	My Stuff	Some of Everything	-.200	.228	.380	-.647	.248
		Non-Browsers	-.049	.260	.849	-.560	.461
		Technos	-.146	.286	.610	-.707	.416
		Travelers	-.508(*)	.219	.021	-.938	-.077
		Media Mavens	-.270	.257	.294	-.774	.235
		Frequent Browsers	-.644	.343	.061	-1.318	.031
	Some of Everything	My Stuff	.200	.228	.380	-.248	.647
		Non-Browsers	.150	.259	.562	-.359	.660
		Technos	.054	.285	.850	-.506	.614
		Travelers	-.308	.218	.159	-.737	.121
		Media Mavens	-.070	.256	.786	-.573	.434
		Frequent Browsers	-.444	.343	.196	-1.118	.230
	Non-Browsers	My Stuff	.049	.260	.849	-.461	.560
		Some of Everything	-.150	.259	.562	-.660	.359
		Technos	-.096	.311	.757	-.708	.515
		Travelers	-.458	.252	.069	-.953	.036
		Media Mavens	-.220	.285	.440	-.780	.340
		Frequent Browsers	-.594	.365	.104	-1.311	.123
	Technos	My Stuff	.146	.286	.610	-.416	.707
		Some of Everything	-.054	.285	.850	-.614	.506
		Non-Browsers	.096	.311	.757	-.515	.708

		Travelers		-.362	.278	.194	-.909	.185
		Media Mavens		-.124	.309	.689	-.731	.483
		Frequent Browsers		-.498	.384	.195	-1.252	.257
	Travelers	My Stuff		.508(*)	.219	.021	.077	.938
		Some of Everything		.308	.218	.159	-.121	.737
		Non-Browsers		.458	.252	.069	-.036	.953
		Technos		.362	.278	.194	-.185	.909
		Media Mavens		.238	.249	.338	-.250	.727
		Frequent Browsers		-.136	.337	.687	-.799	.527
	Media Mavens	My Stuff		.270	.257	.294	-.235	.774
		Some of Everything		.070	.256	.786	-.434	.573
		Non-Browsers		.220	.285	.440	-.340	.780
		Technos		.124	.309	.689	-.483	.731
		Travelers		-.238	.249	.338	-.727	.250
		Frequent Browsers		-.374	.363	.303	-1.087	.339
	Frequent Browsers	My Stuff		.644	.343	.061	-.031	1.318
		Some of Everything		.444	.343	.196	-.230	1.118
		Non-Browsers		.594	.365	.104	-.123	1.311
		Technos		.498	.384	.195	-.257	1.252
		Travelers		.136	.337	.687	-.527	.799
		Media Mavens		.374	.363	.303	-.339	1.087
Has many options for navigating within the site	My Stuff	Some of Everything		-.301	.245	.219	-.782	.180
		Non-Browsers		.380	.279	.174	-.169	.928
		Technos		.163	.307	.595	-.440	.766
		Travelers		-.314	.236	.183	-.777	.149
		Media Mavens		-.566(*)	.276	.041	-1.108	-.024
		Frequent Browsers		-.157	.369	.670	-.882	.568
	Some of Everything	My Stuff		.301	.245	.219	-.180	.782
		Non-Browsers		.681(*)	.278	.015	.134	1.228
		Technos		.464	.306	.131	-.138	1.066
		Travelers		-.013	.235	.954	-.475	.448
		Media Mavens		-.265	.275	.336	-.806	.276
		Frequent Browsers		.144	.368	.697	-.580	.868
	Non-Browsers	My Stuff		-.380	.279	.174	-.928	.169
		Some of Everything		-.681(*)	.278	.015	-1.228	-.134
		Technos		-.217	.335	.517	-.874	.441
		Travelers		-.694(*)	.270	.011	-1.226	-.163
		Media Mavens		-.946(*)	.306	.002	-1.547	-.344
		Frequent Browsers		-.537	.392	.171	-1.308	.234

	Technos	My Stuff	-.163	.307	.595	-.766	.440
		Some of Everything	-.464	.306	.131	-1.066	.138
		Non-Browsers	.217	.335	.517	-.441	.874
		Travelers	-.478	.299	.111	-1.066	.111
		Media Mavens	-.729(*)	.332	.029	-1.381	-.077
		Frequent Browsers	-.320	.412	.438	-1.131	.490
	Travelers	My Stuff	.314	.236	.183	-.149	.777
		Some of Everything	.013	.235	.954	-.448	.475
		Non-Browsers	.694(*)	.270	.011	.163	1.226
		Technos	.478	.299	.111	-.111	1.066
		Media Mavens	-.251	.267	.347	-.776	.274
		Frequent Browsers	.157	.362	.665	-.555	.869
	Media Mavens	My Stuff	.566(*)	.276	.041	.024	1.108
		Some of Everything	.265	.275	.336	-.276	.806
		Non-Browsers	.946(*)	.306	.002	.344	1.547
		Technos	.729(*)	.332	.029	.077	1.381
		Travelers	.251	.267	.347	-.274	.776
		Frequent Browsers	.409	.390	.295	-.358	1.175
	Frequent Browsers	My Stuff	.157	.369	.670	-.568	.882
		Some of Everything	-.144	.368	.697	-.868	.580
		Non-Browsers	.537	.392	.171	-.234	1.308
		Technos	.320	.412	.438	-.490	1.131
		Travelers	-.157	.362	.665	-.869	.555
		Media Mavens	-.409	.390	.295	-1.175	.358
The Internet links on the site are working properly	My Stuff	Some of Everything	-.019	.233	.936	-.477	.439
		Non-Browsers	.123	.266	.643	-.399	.646
		Technos	.115	.292	.695	-.460	.689
		Travelers	-.210	.224	.350	-.651	.231
		Media Mavens	-.204	.263	.439	-.720	.313
		Frequent Browsers	-.282	.351	.422	-.973	.408
	Some of Everything	My Stuff	.019	.233	.936	-.439	.477
		Non-Browsers	.142	.265	.592	-.379	.664
		Technos	.134	.292	.648	-.440	.707
		Travelers	-.191	.224	.393	-.631	.248
		Media Mavens	-.185	.262	.481	-.700	.330
		Frequent Browsers	-.264	.351	.453	-.953	.426
	Non-Browsers	My Stuff	-.123	.266	.643	-.646	.399
		Some of Everything	-.142	.265	.592	-.664	.379
		Technos	-.009	.319	.978	-.635	.618

		Travelers	-.333	.258	.196	-.840	.173
		Media Mavens	-.327	.292	.263	-.900	.246
		Frequent Browsers	-.406	.373	.278	-1.140	.328
	Technos	My Stuff	-.115	.292	.695	-.689	.460
		Some of Everything	-.134	.292	.648	-.707	.440
		Non-Browsers	.009	.319	.978	-.618	.635
		Travelers	-.325	.285	.255	-.885	.236
		Media Mavens	-.318	.316	.315	-.940	.303
		Frequent Browsers	-.397	.393	.313	-1.169	.375
	Travelers	My Stuff	.210	.224	.350	-.231	.651
		Some of Everything	.191	.224	.393	-.248	.631
		Non-Browsers	.333	.258	.196	-.173	.840
		Technos	.325	.285	.255	-.236	.885
		Media Mavens	.006	.254	.980	-.494	.506
		Frequent Browsers	-.072	.345	.834	-.751	.606
	Media Mavens	My Stuff	.204	.263	.439	-.313	.720
		Some of Everything	.185	.262	.481	-.330	.700
		Non-Browsers	.327	.292	.263	-.246	.900
		Technos	.318	.316	.315	-.303	.940
		Travelers	-.006	.254	.980	-.506	.494
		Frequent Browsers	-.079	.371	.832	-.809	.651
	Frequent Browsers	My Stuff	.282	.351	.422	-.408	.973
		Some of Everything	.264	.351	.453	-.426	.953
		Non-Browsers	.406	.373	.278	-.328	1.140
		Technos	.397	.393	.313	-.375	1.169
		Travelers	.072	.345	.834	-.606	.751
		Media Mavens	.079	.371	.832	-.651	.809

Based on observed means.

* The mean difference is significant at the .05 level.

G2. Purchase: Factor 2 (Reliable, Quick, Cheap, and Easy Websites) MANOVA

General Linear Model

Descriptive Statistics				
	Ward Method-Purchase	Mean	Std. Deviation	N
Fast response time from customer service	A little Media	5.7963	1.22862	108
	Media Mavens	6.2813	.99139	32
	My Stuff	5.6792	1.45144	53
	Travel & Entertainment	6.1231	1.11113	65
	Non-Shoppers	5.6471	1.32399	51
	Flyers	6.0000	1.11270	64
	Heavy Shoppers	6.0000	1.42829	51
	Total	5.9057	1.25311	424
The download speed of the page	A little Media	4.8148	1.44137	108
	Media Mavens	5.1875	1.35450	32
	My Stuff	5.0566	1.51169	53
	Travel & Entertainment	5.2462	1.33499	65
	Non-Shoppers	4.8235	1.68174	51
	Flyers	5.2656	1.62561	64
	Heavy Shoppers	5.1373	1.63731	51
	Total	5.0472	1.51358	424
A return policy that is easy to understand and use	A little Media	5.1944	1.45627	108
	Media Mavens	5.6250	1.18458	32
	My Stuff	5.4151	1.54961	53
	Travel & Entertainment	5.9385	1.27325	65
	Non-Shoppers	5.4706	1.47449	51
	Flyers	5.7500	1.00791	64
	Heavy Shoppers	5.6275	1.24837	51
	Total	5.5377	1.35566	424
Price incentives (coupons, future sale items, frequent shopper program, etc.)	A little Media	5.0741	1.62747	108
	Media Mavens	5.9063	1.35264	32
	My Stuff	4.9434	1.82309	53
	Travel & Entertainment	5.6000	1.46629	65
	Non-Shoppers	5.3333	1.50555	51
	Flyers	5.6563	1.34776	64
	Heavy Shoppers	5.5490	1.34631	51
	Total	5.3774	1.54340	424
It has guarantee from the vendor that my personal information will not be used to invade my privacy	A little Media	5.6852	1.55670	108
	Media Mavens	5.5000	1.84915	32
	My Stuff	5.6038	1.52340	53
	Travel & Entertainment	6.2462	1.09017	65
	Non-Shoppers	5.8627	1.51023	51
	Flyers	6.1250	1.17514	64
	Heavy Shoppers	5.8824	1.47847	51
	Total	5.8585	1.45663	424
Has many options for navigating within the site	A little Media	4.2685	1.55645	108
	Media Mavens	4.2500	1.68485	32
	My Stuff	4.6604	1.51839	53
	Travel & Entertainment	4.6000	1.52889	65
	Non-Shoppers	4.4314	1.81389	51
	Flyers	4.4063	1.52980	64
	Heavy Shoppers	4.7843	1.46032	51
	Total	4.4693	1.57522	424
The Internet links on the site are working properly	A little Media	5.3889	1.67908	108
	Media Mavens	5.4375	1.24272	32
	My Stuff	5.6038	1.43231	53
	Travel & Entertainment	5.6923	1.23647	65
	Non-Shoppers	5.2941	1.84710	51
	Flyers	5.5156	1.27232	64
	Heavy Shoppers	5.8039	1.35676	51
	Total	5.5236	1.48257	424

Between-Subjects Factors

		Value Label	N
Ward	1	A little Media	108
Method-Purchase	2	Media Mavens	32
Cluster Solution	3	My Stuff	53
	4	Travel & Entertainment	65
	5	Non-Shoppers	51
	6	Flyers	64
	7	Heavy Shoppers	51

Box's Test of Equality of Covariance Matrices^a

Box's M	260.015
F	1.463
df1	168
df2	126117.4
Sig.	.000

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept+Purchase7_1

Bartlett's Test of Sphericity^a

Likelihood Ratio	.000
Approx. Chi-Square	1161.197
df	27
Sig.	.000

Tests the null hypothesis that the residual covariance matrix is proportional to an identity matrix.

a. Design: Intercept+Purchase7_1

Multivariate Tests

Effect	Value	F	Hypothesis d	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^a
Intercept								
Pillai's Trace	.963	522.075 ^b	7.000	411.000	.000	.963	0654.526	1.000
Wilks' Lambda	.037	522.075 ^b	7.000	411.000	.000	.963	0654.526	1.000
Hotelling's Trace	25.923	522.075 ^b	7.000	411.000	.000	.963	0654.526	1.000
Roy's Largest F	25.923	522.075 ^b	7.000	411.000	.000	.963	0654.526	1.000
Purchase7_								
Pillai's Trace	.144	1.459	42.000	496.000	.029	.024	61.278	.998
Wilks' Lambda	.863	1.463	42.000	931.213	.028	.024	47.883	.980
Hotelling's Trace	.150	1.464	42.000	456.000	.028	.024	61.498	.998
Roy's Largest F	.061	3.642 ^c	7.000	416.000	.001	.058	25.494	.975

a. Computed using alpha = .05

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

d. Design: Intercept+Purchase7_1

Levene's Test of Equality of Error Variances^a

	F	df1	df2	Sig.
Fast response time from customer service	1.810	6	417	.096
The download speed of the page	.874	6	417	.514
A return policy that is easy to understand and use	2.358	6	417	.030
Price incentives (coupons, future sale items, frequent shopper program, etc.)	1.320	6	417	.247
It has guarantee from the vendor that my personal information will not be used to invade my privacy	2.641	6	417	.016
Has many options for navigating within the site	.504	6	417	.805
The Internet links on the site are working properly	2.619	6	417	.017

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept+Purchase7_1

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	Fast response time from customer service	16.030	6	2.672	1.719	.115
	The download speed of the page	15.058	6	2.510	1.097	.363
	A return policy that is easy to understand and use	27.730	6	4.622	2.571	.019
	Price incentives (coupons, future sale items, frequent shopper program, etc.)	38.668	6	6.445	2.774	.012
	It has guarantee from the vendor that my personal information will not be used to invade my privacy	25.139	6	4.190	2.003	.064
	Has many options for navigating within the site	14.327	6	2.388	.962	.451
	The Internet links on the site are working properly	11.085	6	1.848	.839	.541
Intercept	Fast response time from customer service	13305.962	1	13305.962	8560.032	.000
	The download speed of the page	9741.219	1	9741.219	4257.961	.000
	A return policy that is easy to understand and use	11748.552	1	11748.552	6535.106	.000
	Price incentives (coupons, future sale items, frequent shopper program, etc.)	11178.338	1	11178.338	4810.718	.000
	It has guarantee from the vendor that my personal information will not be used to invade my privacy	12910.526	1	12910.526	6171.334	.000
	Has many options for navigating within the site	7607.973	1	7607.973	3064.429	.000
	The Internet links on the site are working properly	11577.618	1	11577.618	5255.228	.000

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Purchase7_1	Fast response time from customer service	16.030	6	2.672	1.719	.115
	The download speed of the page	15.058	6	2.510	1.097	.363
	A return policy that is easy to understand and use	27.730	6	4.622	2.571	.019
	Price incentives (coupons, future sale items, frequent shopper program, etc.)	38.668	6	6.445	2.774	.012
	It has guarantee from the vendor that my personal information will not be used to invade my privacy	25.139	6	4.190	2.003	.064
	Has many options for navigating within the site	14.327	6	2.388	.962	.451
	The Internet links on the site are working properly	11.085	6	1.848	.839	.541
Error	Fast response time from customer service	648.197	417	1.554		
	The download speed of the page	953.998	417	2.288		
	A return policy that is easy to understand and use	749.666	417	1.798		
	Price incentives (coupons, future sale items, frequent shopper program, etc.)	968.955	417	2.324		
	It has guarantee from the vendor that my personal information will not be used to invade my privacy	872.370	417	2.092		
	Has many options for navigating within the site	1035.275	417	2.483		
	The Internet links on the site are working properly	918.679	417	2.203		

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Total	Fast response time from customer service	15452.000	424			
	The download speed of the page	11770.000	424			
	A return policy that is easy to understand and use	13780.000	424			
	Price incentives (coupons, future sale items, frequent shopper program, etc.)	13268.000	424			
	It has guarantee from the vendor that my personal information will not be used to invade my privacy	15450.000	424			
	Has many options for navigating within the site	9519.000	424			
	The Internet links on the site are working properly	13866.000	424			
Corrected Total	Fast response time from customer service	664.226	423			
	The download speed of the page	969.057	423			
	A return policy that is easy to understand and use	777.396	423			
	Price incentives (coupons, future sale items, frequent shopper program, etc.)	1007.623	423			
	It has guarantee from the vendor that my personal information will not be used to invade my privacy	897.509	423			
	Has many options for navigating within the site	1049.601	423			
	The Internet links on the site are working properly	929.764	423			

Tests of Between-Subjects Effects Continued

Source	Dependent Variable	Partial Eta Squared	Noncent. Parameter	Observed Power
Corrected Model	Fast response time from customer service	.024	10.312	.652
	The download speed of the page	.016	6.582	.435
	A return policy that is easy to understand and use	.036	15.425	.848
	Price incentives (coupons, future sale items, frequent shopper program, etc.)	.038	16.641	.878
	It has guarantee from the vendor that my personal information will not be used to invade my privacy	.028	12.017	.731
	Has many options for navigating within the site	.014	5.771	.382
	The Internet links on the site are working properly	.012	5.032	.333
Intercept	Fast response time from customer service	.954	8560.032	1.000
	The download speed of the page	.911	4257.961	1.000
	A return policy that is easy to understand and use	.940	6535.106	1.000
	Price incentives (coupons, future sale items, frequent shopper program, etc.)	.920	4810.718	1.000
	It has guarantee from the vendor that my personal information will not be used to invade my privacy	.937	6171.334	1.000
	Has many options for navigating within the site	.880	3064.429	1.000
	The Internet links on the site are working properly	.926	5255.228	1.000

Source	Dependent Variable	Partial Eta Squared	Noncent. Parameter	Observed Power
Purchase7_1	Fast response time from customer service	.024	10.312	.652
	The download speed of the page	.016	6.582	.435
	A return policy that is easy to understand and use	.036	15.425	.848
	Price incentives (coupons, future sale items, frequent shopper program, etc.)	.038	16.641	.878
	It has guarantee from the vendor that my personal information will not be used to invade my privacy	.028	12.017	.731
	Has many options for navigating within the site	.014	5.771	.382
	The Internet links on the site are working properly	.012	5.032	.333

Post Hoc Tests (Purchase- Factor 2)

LSD

Dependent Variable	(I) Ward Method-Purchase Cluster Solution	(J) Ward Method-Purchase Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Fast response time from customer service	A little Media	Media Mavens	-.485	.251	.054	-.978	.008
		My Stuff	.117	.209	.576	-.294	.528
		Travel & Entertainment	-.327	.196	.096	-.712	.058
		Non-Shoppers	.149	.212	.482	-.267	.566
		Flyers	-.204	.197	.301	-.590	.183
		Heavy Shoppers	-.204	.212	.337	-.620	.213
	Media Mavens	A little Media	.485	.251	.054	-.008	.978
		My Stuff	.602(*)	.279	.032	.053	1.151
		Travel & Entertainment	.158	.269	.557	-.371	.687
		Non-Shoppers	.634(*)	.281	.025	.082	1.187
		Flyers	.281	.270	.298	-.249	.812
		Heavy Shoppers	.281	.281	.318	-.271	.834
	My Stuff	A little Media	-.117	.209	.576	-.528	.294
		Media Mavens	-.602(*)	.279	.032	-1.151	-.053
		Travel & Entertainment	-.444	.231	.055	-.897	.010
		Non-Shoppers	.032	.245	.895	-.449	.513
		Flyers	-.321	.232	.167	-.776	.134
		Heavy Shoppers	-.321	.245	.190	-.801	.160
	Travel & Entertainment	A little Media	.327	.196	.096	-.058	.712
		Media Mavens	-.158	.269	.557	-.687	.371
		My Stuff	.444	.231	.055	-.010	.897
		Non-Shoppers	.476(*)	.233	.042	.018	.934
		Flyers	.123	.220	.575	-.308	.555
		Heavy Shoppers	.123	.233	.598	-.335	.582
	Non-Shoppers	A little Media	-.149	.212	.482	-.566	.267
		Media Mavens	-.634(*)	.281	.025	-1.187	-.082
		My Stuff	-.032	.245	.895	-.513	.449
		Travel & Entertainment	-.476(*)	.233	.042	-.934	-.018
		Flyers	-.353	.234	.132	-.813	.107
		Heavy Shoppers	-.353	.247	.154	-.838	.132
	Flyers	A little Media	.204	.197	.301	-.183	.590
		Media Mavens	-.281	.270	.298	-.812	.249
		My Stuff	.321	.232	.167	-.134	.776
		Travel & Entertainment	-.123	.220	.575	-.555	.308
		Non-Shoppers	.353	.234	.132	-.107	.813

		Heavy Shoppers	.000	.234	1.000	-.460	.460
	Heavy Shoppers	A little Media	.204	.212	.337	-.213	.620
		Media Mavens	-.281	.281	.318	-.834	.271
		My Stuff	.321	.245	.190	-.160	.801
		Travel & Entertainment	-.123	.233	.598	-.582	.335
		Non-Shoppers	.353	.247	.154	-.132	.838
		Flyers	.000	.234	1.000	-.460	.460
The download speed of the page	A little Media	Media Mavens	-.373	.304	.222	-.971	.226
		My Stuff	-.242	.254	.341	-.740	.257
		Travel & Entertainment	-.431	.237	.070	-.898	.035
		Non-Shoppers	-.009	.257	.973	-.514	.496
		Flyers	-.451	.239	.060	-.920	.018
		Heavy Shoppers	-.322	.257	.210	-.828	.183
	Media Mavens	A little Media	.373	.304	.222	-.226	.971
		My Stuff	.131	.339	.699	-.535	.796
		Travel & Entertainment	-.059	.327	.858	-.701	.583
		Non-Shoppers	.364	.341	.287	-.307	1.034
		Flyers	-.078	.327	.812	-.722	.566
		Heavy Shoppers	.050	.341	.883	-.620	.721
	My Stuff	A little Media	.242	.254	.341	-.257	.740
		Media Mavens	-.131	.339	.699	-.796	.535
		Travel & Entertainment	-.190	.280	.499	-.740	.361
		Non-Shoppers	.233	.297	.433	-.350	.816
		Flyers	-.209	.281	.457	-.761	.343
		Heavy Shoppers	-.081	.297	.786	-.664	.503
	Travel & Entertainment	A little Media	.431	.237	.070	-.035	.898
		Media Mavens	.059	.327	.858	-.583	.701
		My Stuff	.190	.280	.499	-.361	.740
		Non-Shoppers	.423	.283	.136	-.134	.979
		Flyers	-.019	.266	.942	-.543	.504
		Heavy Shoppers	.109	.283	.701	-.447	.665
	Non-Shoppers	A little Media	.009	.257	.973	-.496	.514
		Media Mavens	-.364	.341	.287	-1.034	.307
		My Stuff	-.233	.297	.433	-.816	.350
		Travel & Entertainment	-.423	.283	.136	-.979	.134
		Flyers	-.442	.284	.120	-1.000	.116
		Heavy Shoppers	-.314	.300	.296	-.902	.275
	Flyers	A little Media	.451	.239	.060	-.018	.920
		Media Mavens	.078	.327	.812	-.566	.722
		My Stuff	.209	.281	.457	-.343	.761
		Travel & Entertainment	.019	.266	.942	-.504	.543
		Non-Shoppers	.442	.284	.120	-.116	1.000

		Heavy Shoppers	.128	.284	.651	-.430	.686
	Heavy Shoppers	A little Media	.322	.257	.210	-.183	.828
		Media Mavens	-.050	.341	.883	-.721	.620
		My Stuff	.081	.297	.786	-.503	.664
		Travel & Entertainment	-.109	.283	.701	-.665	.447
		Non-Shoppers	.314	.300	.296	-.275	.902
		Flyers	-.128	.284	.651	-.686	.430
A return policy that is easy to understand and use	A little Media	Media Mavens	-.431	.270	.111	-.961	.100
		My Stuff	-.221	.225	.327	-.663	.221
		Travel & Entertainment	-.744(*)	.210	.000	-1.158	-.330
		Non-Shoppers	-.276	.228	.226	-.724	.172
		Flyers	-.556(*)	.212	.009	-.971	-.140
		Heavy Shoppers	-.433	.228	.058	-.881	.015
	Media Mavens	A little Media	.431	.270	.111	-.100	.961
		My Stuff	.210	.300	.485	-.380	.800
		Travel & Entertainment	-.313	.290	.280	-.883	.256
		Non-Shoppers	.154	.302	.610	-.440	.749
		Flyers	-.125	.290	.667	-.696	.446
		Heavy Shoppers	-.002	.302	.994	-.597	.592
	My Stuff	A little Media	.221	.225	.327	-.221	.663
		Media Mavens	-.210	.300	.485	-.800	.380
		Travel & Entertainment	-.523(*)	.248	.036	-1.011	-.036
		Non-Shoppers	-.055	.263	.833	-.572	.461
		Flyers	-.335	.249	.179	-.824	.155
		Heavy Shoppers	-.212	.263	.420	-.729	.305
	Travel & Entertainment	A little Media	.744(*)	.210	.000	.330	1.158
		Media Mavens	.313	.290	.280	-.256	.883
		My Stuff	.523(*)	.248	.036	.036	1.011
		Non-Shoppers	.468	.251	.063	-.025	.961
		Flyers	.188	.236	.425	-.276	.653
		Heavy Shoppers	.311	.251	.216	-.182	.804
	Non-Shoppers	A little Media	.276	.228	.226	-.172	.724
		Media Mavens	-.154	.302	.610	-.749	.440
		My Stuff	.055	.263	.833	-.461	.572
		Travel & Entertainment	-.468	.251	.063	-.961	.025
		Flyers	-.279	.252	.268	-.774	.215
		Heavy Shoppers	-.157	.266	.555	-.679	.365
	Flyers	A little Media	.556(*)	.212	.009	.140	.971
		Media Mavens	.125	.290	.667	-.446	.696
		My Stuff	.335	.249	.179	-.155	.824
		Travel & Entertainment	-.188	.236	.425	-.653	.276
		Non-Shoppers	.279	.252	.268	-.215	.774

		Heavy Shoppers	.123	.252	.627	-.372	.617
	Heavy Shoppers	A little Media	.433	.228	.058	-.015	.881
		Media Mavens	.002	.302	.994	-.592	.597
		My Stuff	.212	.263	.420	-.305	.729
		Travel & Entertainment	-.311	.251	.216	-.804	.182
		Non-Shoppers	.157	.266	.555	-.365	.679
		Flyers	-.123	.252	.627	-.617	.372
Price incentives (coupons, future sale items, frequent shopper program, etc.)	A little Media	Media Mavens	-.832(*)	.307	.007	-1.435	-.229
		My Stuff	.131	.256	.610	-.372	.633
		Travel & Entertainment	-.526(*)	.239	.029	-.996	-.056
		Non-Shoppers	-.259	.259	.317	-.768	.250
		Flyers	-.582(*)	.240	.016	-1.055	-.110
		Heavy Shoppers	-.475	.259	.067	-.984	.034
	Media Mavens	A little Media	.832(*)	.307	.007	.229	1.435
		My Stuff	.963(*)	.341	.005	.292	1.634
		Travel & Entertainment	.306	.329	.353	-.341	.953
		Non-Shoppers	.573	.344	.096	-.103	1.249
		Flyers	.250	.330	.449	-.399	.899
		Heavy Shoppers	.357	.344	.299	-.318	1.033
	My Stuff	A little Media	-.131	.256	.610	-.633	.372
		Media Mavens	-.963(*)	.341	.005	-1.634	-.292
		Travel & Entertainment	-.657(*)	.282	.020	-1.211	-.102
		Non-Shoppers	-.390	.299	.193	-.978	.198
		Flyers	-.713(*)	.283	.012	-1.269	-.156
		Heavy Shoppers	-.606(*)	.299	.043	-1.193	-.018
	Travel & Entertainment	A little Media	.526(*)	.239	.029	.056	.996
		Media Mavens	-.306	.329	.353	-.953	.341
		My Stuff	.657(*)	.282	.020	.102	1.211
		Non-Shoppers	.267	.285	.350	-.294	.827
		Flyers	-.056	.268	.834	-.584	.471
		Heavy Shoppers	.051	.285	.858	-.510	.611
	Non-Shoppers	A little Media	.259	.259	.317	-.250	.768
		Media Mavens	-.573	.344	.096	-1.249	.103
		My Stuff	.390	.299	.193	-.198	.978
		Travel & Entertainment	-.267	.285	.350	-.827	.294
		Flyers	-.323	.286	.260	-.885	.240
		Heavy Shoppers	-.216	.302	.475	-.809	.378
	Flyers	A little Media	.582(*)	.240	.016	.110	1.055
		Media Mavens	-.250	.330	.449	-.899	.399
		My Stuff	.713(*)	.283	.012	.156	1.269
		Travel & Entertainment	.056	.268	.834	-.471	.584
		Non-Shoppers	.323	.286	.260	-.240	.885

		Heavy Shoppers	.107	.286	.708	-.455	.670
	Heavy Shoppers	A little Media	.475	.259	.067	-.034	.984
		Media Mavens	-.357	.344	.299	-1.033	.318
		My Stuff	.606(*)	.299	.043	.018	1.193
		Travel & Entertainment	-.051	.285	.858	-.611	.510
		Non-Shoppers	.216	.302	.475	-.378	.809
		Flyers	-.107	.286	.708	-.670	.455
It has guarantee from the vendor that my personal information will not be used to invade my privacy	A little Media	Media Mavens	.185	.291	.525	-.387	.757
		My Stuff	.081	.243	.737	-.395	.558
		Travel & Entertainment	-.561(*)	.227	.014	-1.007	-.115
		Non-Shoppers	-.178	.246	.470	-.661	.305
		Flyers	-.440	.228	.055	-.888	.009
		Heavy Shoppers	-.197	.246	.423	-.680	.286
	Media Mavens	A little Media	-.185	.291	.525	-.757	.387
		My Stuff	-.104	.324	.749	-.740	.533
		Travel & Entertainment	-.746(*)	.312	.017	-1.360	-.132
		Non-Shoppers	-.363	.326	.267	-1.004	.278
		Flyers	-.625(*)	.313	.047	-1.241	-.009
		Heavy Shoppers	-.382	.326	.242	-1.024	.259
	My Stuff	A little Media	-.081	.243	.737	-.558	.395
		Media Mavens	.104	.324	.749	-.533	.740
		Travel & Entertainment	-.642(*)	.268	.017	-1.169	-.116
		Non-Shoppers	-.259	.284	.362	-.817	.299
		Flyers	-.521	.269	.053	-1.049	.007
		Heavy Shoppers	-.279	.284	.327	-.836	.279
	Travel & Entertainment	A little Media	.561(*)	.227	.014	.115	1.007
		Media Mavens	.746(*)	.312	.017	.132	1.360
		My Stuff	.642(*)	.268	.017	.116	1.169
		Non-Shoppers	.383	.271	.157	-.148	.915
		Flyers	.121	.255	.635	-.380	.622
		Heavy Shoppers	.364	.271	.179	-.168	.896
	Non-Shoppers	A little Media	.178	.246	.470	-.305	.661
		Media Mavens	.363	.326	.267	-.278	1.004
		My Stuff	.259	.284	.362	-.299	.817
		Travel & Entertainment	-.383	.271	.157	-.915	.148
		Flyers	-.262	.271	.335	-.796	.271
		Heavy Shoppers	-.020	.286	.945	-.583	.543
	Flyers	A little Media	.440	.228	.055	-.009	.888
		Media Mavens	.625(*)	.313	.047	.009	1.241
		My Stuff	.521	.269	.053	-.007	1.049
		Travel & Entertainment	-.121	.255	.635	-.622	.380
		Non-Shoppers	.262	.271	.335	-.271	.796

		Heavy Shoppers	.243	.271	.372	-.291	.776
	Heavy Shoppers	A little Media	.197	.246	.423	-.286	.680
		Media Mavens	.382	.326	.242	-.259	1.024
		My Stuff	.279	.284	.327	-.279	.836
		Travel & Entertainment	-.364	.271	.179	-.896	.168
		Non-Shoppers	.020	.286	.945	-.543	.583
		Flyers	-.243	.271	.372	-.776	.291
Has many options for navigating within the site	A little Media	Media Mavens	.019	.317	.953	-.605	.642
		My Stuff	-.392	.264	.139	-.911	.128
		Travel & Entertainment	-.331	.247	.181	-.818	.155
		Non-Shoppers	-.163	.268	.543	-.689	.363
		Flyers	-.138	.249	.580	-.626	.351
		Heavy Shoppers	-.516	.268	.055	-1.042	.010
	Media Mavens	A little Media	-.019	.317	.953	-.642	.605
		My Stuff	-.410	.353	.245	-1.104	.283
		Travel & Entertainment	-.350	.340	.304	-1.019	.319
		Non-Shoppers	-.181	.355	.610	-.880	.517
		Flyers	-.156	.341	.647	-.827	.514
		Heavy Shoppers	-.534	.355	.133	-1.233	.164
	My Stuff	A little Media	.392	.264	.139	-.128	.911
		Media Mavens	.410	.353	.245	-.283	1.104
		Travel & Entertainment	.060	.292	.836	-.513	.634
		Non-Shoppers	.229	.309	.459	-.379	.837
		Flyers	.254	.293	.386	-.321	.829
		Heavy Shoppers	-.124	.309	.689	-.731	.484
	Travel & Entertainment	A little Media	.331	.247	.181	-.155	.818
		Media Mavens	.350	.340	.304	-.319	1.019
		My Stuff	-.060	.292	.836	-.634	.513
		Non-Shoppers	.169	.295	.568	-.411	.748
		Flyers	.194	.277	.485	-.352	.739
		Heavy Shoppers	-.184	.295	.532	-.764	.395
	Non-Shoppers	A little Media	.163	.268	.543	-.363	.689
		Media Mavens	.181	.355	.610	-.517	.880
		My Stuff	-.229	.309	.459	-.837	.379
		Travel & Entertainment	-.169	.295	.568	-.748	.411
		Flyers	.025	.296	.932	-.556	.606
		Heavy Shoppers	-.353	.312	.259	-.966	.260
	Flyers	A little Media	.138	.249	.580	-.351	.626
		Media Mavens	.156	.341	.647	-.514	.827
		My Stuff	-.254	.293	.386	-.829	.321
		Travel & Entertainment	-.194	.277	.485	-.739	.352
		Non-Shoppers	-.025	.296	.932	-.606	.556

		Heavy Shoppers		-.378	.296	.202	-.959	.203
	Heavy Shoppers	A little Media		.516	.268	.055	-.010	1.042
		Media Mavens		.534	.355	.133	-.164	1.233
		My Stuff		.124	.309	.689	-.484	.731
		Travel & Entertainment		.184	.295	.532	-.395	.764
		Non-Shoppers		.353	.312	.259	-.260	.966
		Flyers		.378	.296	.202	-.203	.959
The Internet links on the site are working properly	A little Media	Media Mavens		-.049	.299	.871	-.636	.539
		My Stuff		-.215	.249	.389	-.704	.274
		Travel & Entertainment		-.303	.233	.194	-.761	.155
		Non-Shoppers		.095	.252	.707	-.401	.590
		Flyers		-.127	.234	.589	-.587	.334
		Heavy Shoppers		-.415	.252	.101	-.911	.081
	Media Mavens	A little Media		.049	.299	.871	-.539	.636
		My Stuff		-.166	.332	.617	-.819	.487
		Travel & Entertainment		-.255	.321	.427	-.885	.375
		Non-Shoppers		.143	.335	.669	-.515	.801
		Flyers		-.078	.321	.808	-.710	.554
		Heavy Shoppers		-.366	.335	.274	-1.024	.292
	My Stuff	A little Media		.215	.249	.389	-.274	.704
		Media Mavens		.166	.332	.617	-.487	.819
		Travel & Entertainment		-.089	.275	.747	-.629	.451
		Non-Shoppers		.310	.291	.288	-.263	.882
		Flyers		.088	.276	.749	-.454	.630
		Heavy Shoppers		-.200	.291	.492	-.772	.372
	Travel & Entertainment	A little Media		.303	.233	.194	-.155	.761
		Media Mavens		.255	.321	.427	-.375	.885
		My Stuff		.089	.275	.747	-.451	.629
		Non-Shoppers		.398	.278	.152	-.148	.944
		Flyers		.177	.261	.499	-.337	.690
		Heavy Shoppers		-.112	.278	.688	-.657	.434
	Non-Shoppers	A little Media		-.095	.252	.707	-.590	.401
		Media Mavens		-.143	.335	.669	-.801	.515
		My Stuff		-.310	.291	.288	-.882	.263
		Travel & Entertainment		-.398	.278	.152	-.944	.148
		Flyers		-.222	.279	.427	-.769	.326
		Heavy Shoppers		-.510	.294	.084	-1.088	.068
	Flyers	A little Media		.127	.234	.589	-.334	.587
		Media Mavens		.078	.321	.808	-.554	.710
		My Stuff		-.088	.276	.749	-.630	.454
		Travel & Entertainment		-.177	.261	.499	-.690	.337
		Non-Shoppers		.222	.279	.427	-.326	.769

		Heavy Shoppers	-.288	.279	.301	-.836	.259
	Heavy Shoppers	A little Media	.415	.252	.101	-.081	.911
		Media Mavens	.366	.335	.274	-.292	1.024
		My Stuff	.200	.291	.492	-.372	.772
		Travel & Entertainment	.112	.278	.688	-.434	.657
		Non-Shoppers	.510	.294	.084	-.068	1.088
		Flyers	.288	.279	.301	-.259	.836

Based on observed means.

* The mean difference is significant at the .05 level.

G3. Purchase: Factor 9 (Trustworthy Websites) MANOVA

General Linear Model

Descriptive Statistics

	Ward Method-Purchase	Mean	Std. Deviation	N
The privacy policy is easy to find on the site	A little Media	4.6000	1.65328	115
	Media Mavens	4.4194	2.10988	31
	My Stuff	4.6111	1.49738	54
	Travel & Entertainment	5.4769	1.58220	65
	Non-Shoppers	4.6600	1.80261	50
	Flyers	4.8182	1.65398	66
	Heavy Shoppers	4.9231	1.80246	52
	Total	4.7991	1.71426	433
It has received a best site award	A little Media	3.7043	1.72685	115
	Media Mavens	4.3871	1.97783	31
	My Stuff	3.2037	1.47149	54
	Travel & Entertainment	3.9692	1.76749	65
	Non-Shoppers	3.3600	1.81558	50
	Flyers	3.5455	1.66578	66
	Heavy Shoppers	3.6731	1.74582	52
	Total	3.6628	1.74056	433
There is a guarantee from the vendor that the product will arrive on a certain date.	A little Media	5.4522	1.25127	115
	Media Mavens	6.1290	1.08756	31
	My Stuff	5.2963	1.32650	54
	Travel & Entertainment	5.9077	1.14186	65
	Non-Shoppers	5.1600	1.65813	50
	Flyers	5.5000	1.52164	66
	Heavy Shoppers	5.6538	1.26622	52
	Total	5.5473	1.35168	433

Between-Subjects Factors

		Value Label	N
Ward	1	A little Media	115
Method-Purchase	2	Media Mavens	31
Cluster Solution	3	My Stuff	54
	4	Travel & Entertainment	65
	5	Non-Shoppers	50
	6	Flyers	66
	7	Heavy Shoppers	52

Box's Test of Equality of Covariance Matrices^a

Box's M	59.724
F	1.620
df1	36
df2	161405.6
Sig.	.011

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept+Purchase7_1

Bartlett's Test of Sphericity^a

Likelihood Ratio	.000
Approx. Chi-Square	180.227
df	5
Sig.	.000

Tests the null hypothesis that the residual covariance matrix is proportional to an identity matrix.

a. Design: Intercept+Purchase7_1

Levene's Test of Equality of Error Variances^a

	F	df1	df2	Sig.
The privacy policy is easy to find on the site	1.294	6	426	.258
It has received a best site award	.599	6	426	.731
There is a guarantee from the vendor that the product will arrive on a certain date.	2.710	6	426	.014

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept+Purchase7_1

Multivariate Tests

Effect	Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^a
Intercept	.946	1461.241 ^b	3.000	424.000	.000	.946	7383.724	1.000
Pillai's Trace	.054	1461.241 ^b	3.000	424.000	.000	.946	7383.724	1.000
Wilks' Lambda	17.414	1461.241 ^b	3.000	424.000	.000	.946	7383.724	1.000
Hotelling's Trace	17.414	1461.241 ^b	3.000	424.000	.000	.946	7383.724	1.000
Roy's Largest Root	17.414	1461.241 ^b	3.000	424.000	.000	.946	7383.724	1.000
Purchase7_	.095	2.324	18.000	278.000	.001	.032	41.831	.994
Pillai's Trace	.097	2.336	18.000	199.738	.001	.032	39.597	.991
Wilks' Lambda	.100	2.344	18.000	268.000	.001	.032	42.195	.994
Hotelling's Trace	.061	4.310 ^c	6.000	426.000	.000	.057	25.863	.982
Roy's Largest Root								

a. Computed using alpha = .05

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

d. Design: Intercept+Purchase7_1

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	The privacy policy is easy to find on the site	42.592	6	7.099	2.465	.024
	It has received a best site award	39.445	6	6.574	2.206	.042
	There is a guarantee from the vendor that the product will arrive on a certain date.	31.614	6	5.269	2.963	.008
Intercept	The privacy policy is easy to find on the site	8687.999	1	8687.999	3016.549	.000
	It has received a best site award	5167.599	1	5167.599	1734.304	.000
	There is a guarantee from the vendor that the product will arrive on a certain date.	11828.731	1	11828.731	6650.745	.000
Purchase7_1	The privacy policy is easy to find on the site	42.592	6	7.099	2.465	.024
	It has received a best site award	39.445	6	6.574	2.206	.042
	There is a guarantee from the vendor that the product will arrive on a certain date.	31.614	6	5.269	2.963	.008
Error	The privacy policy is easy to find on the site	1226.928	426	2.880		
	It has received a best site award	1269.326	426	2.980		
	There is a guarantee from the vendor that the product will arrive on a certain date.	757.665	426	1.779		
Total	The privacy policy is easy to find on the site	11242.000	433			
	It has received a best site award	7118.000	433			
	There is a guarantee from the vendor that the product will arrive on a certain date.	14114.000	433			
Corrected Total	The privacy policy is easy to find on the site	1269.520	432			
	It has received a best site award	1308.771	432			
	There is a guarantee from the vendor that the product will arrive on a certain date.	789.279	432			

Tests of Between-Subjects Effects Continued

Source	Dependent Variable	Partial Eta Squared	Noncent. Parameter	Observed Power
Corrected Model	The privacy policy is easy to find on the site	.034	14.788	.830
	It has received a best site award	.030	13.238	.779
	There is a guarantee from the vendor that the product will arrive on a certain date.	.040	17.775	.902
Intercept	The privacy policy is easy to find on the site	.876	3016.549	1.000
	It has received a best site award	.803	1734.304	1.000
	There is a guarantee from the vendor that the product will arrive on a certain date.	.940	6650.745	1.000
Purchase7_1	The privacy policy is easy to find on the site	.034	14.788	.830
	It has received a best site award	.030	13.238	.779
	There is a guarantee from the vendor that the product will arrive on a certain date.	.040	17.775	.902

Post Hoc Tests (Purchase- Factor 9)

LSD

Dependent Variable	(I) Ward Method-Purchase Cluster Solution	(J) Ward Method-Purchase Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
The privacy policy is easy to find on the site	A little Media	Media Mavens	.181	.343	.599	-.494	.856
		My Stuff	-.011	.280	.968	-.561	.539
		Travel & Entertainment	-.877(*)	.263	.001	-1.395	-.359
		Non-Shoppers	-.060	.287	.835	-.625	.505
		Flyers	-.218	.262	.406	-.733	.297
		Heavy Shoppers	-.323	.284	.255	-.881	.234
	Media Mavens	A little Media	-.181	.343	.599	-.856	.494
		My Stuff	-.192	.382	.616	-.943	.560
		Travel & Entertainment	-1.058(*)	.370	.005	-1.786	-.329
		Non-Shoppers	-.241	.388	.535	-1.003	.522
		Flyers	-.399	.370	.281	-1.125	.327
		Heavy Shoppers	-.504	.385	.192	-1.261	.253
	My Stuff	A little Media	.011	.280	.968	-.539	.561
		Media Mavens	.192	.382	.616	-.560	.943
		Travel & Entertainment	-.866(*)	.312	.006	-1.480	-.252
		Non-Shoppers	-.049	.333	.883	-.704	.606
		Flyers	-.207	.311	.506	-.819	.405
		Heavy Shoppers	-.312	.330	.345	-.960	.336
	Travel & Entertainment	A little Media	.877(*)	.263	.001	.359	1.395
		Media Mavens	1.058(*)	.370	.005	.329	1.786
		My Stuff	.866(*)	.312	.006	.252	1.480
		Non-Shoppers	.817(*)	.319	.011	.189	1.444
		Flyers	.659(*)	.297	.027	.076	1.242
		Heavy Shoppers	.554	.316	.080	-.067	1.174
	Non-Shoppers	A little Media	.060	.287	.835	-.505	.625
		Media Mavens	.241	.388	.535	-.522	1.003
		My Stuff	.049	.333	.883	-.606	.704
		Travel & Entertainment	-.817(*)	.319	.011	-1.444	-.189
		Flyers	-.158	.318	.619	-.784	.467
		Heavy Shoppers	-.263	.336	.434	-.924	.398

	Flyers	A little Media	.218	.262	.406	-.297	.733
		Media	.399	.370	.281	-.327	1.125
		Mavens	.207	.311	.506	-.405	.819
		My Stuff	-.659(*)	.297	.027	-1.242	-.076
		Travel & Entertainment	.158	.318	.619	-.467	.784
		Non-Shoppers	-.105	.315	.739	-.723	.514
	Heavy Shoppers	A little Media	.323	.284	.255	-.234	.881
		Media	.504	.385	.192	-.253	1.261
		Mavens	.312	.330	.345	-.336	.960
		My Stuff	-.554	.316	.080	-1.174	.067
		Travel & Entertainment	.263	.336	.434	-.398	.924
		Non-Shoppers	.105	.315	.739	-.514	.723
It has received a best site award	A little Media	Media	-.683	.349	.051	-1.369	.004
		Mavens	.501	.285	.079	-.059	1.060
		My Stuff	-.265	.268	.323	-.791	.262
		Travel & Entertainment	.344	.292	.240	-.230	.919
		Non-Shoppers	.159	.267	.551	-.365	.683
		Flyers	.031	.288	.914	-.536	.598
	Media mavens	A little Media	.683	.349	.051	-.004	1.369
		My Stuff	1.183(*)	.389	.002	.419	1.948
		Travel & Entertainment	.418	.377	.268	-.323	1.158
		Non-Shoppers	1.027(*)	.395	.010	.251	1.803
		Flyers	.842(*)	.376	.026	.103	1.580
		Heavy Shoppers	.714	.392	.069	-.056	1.484
	My Stuff	A little Media	-.501	.285	.079	-1.060	.059
		Media	-1.183(*)	.389	.002	-1.948	-.419
		Mavens	-.766(*)	.318	.016	-1.390	-.141
		Travel & Entertainment	-.156	.339	.645	-.822	.510
		Non-Shoppers	-.342	.317	.281	-.964	.281
		Flyers	-.469	.335	.162	-1.129	.190
	Travel & Entertainment	A little Media	.265	.268	.323	-.262	.791
		Media	-.418	.377	.268	-1.158	.323
		Mavens	.766(*)	.318	.016	.141	1.390
		My Stuff	.609	.325	.061	-.029	1.247
		Non-Shoppers	.424	.302	.161	-.169	1.017
		Flyers	.296	.321	.357	-.335	.927
	Non-Shoppers	A little Media	-.344	.292	.240	-.919	.230

		Media Mavens My Stuff	-1.027(*)	.395	.010	-1.803	-.251
		Travel & Entertainment Flyers	.156	.339	.645	-.510	.822
		Heavy Shoppers	-.609	.325	.061	-1.247	.029
			-.185	.324	.567	-.822	.451
			-.313	.342	.360	-.985	.359
	Flyers	A little Media	-.159	.267	.551	-.683	.365
		Media Mavens My Stuff	-.842(*)	.376	.026	-1.580	-.103
		Travel & Entertainment Non- Shoppers	.342	.317	.281	-.281	.964
		Heavy Shoppers	-.424	.302	.161	-1.017	.169
			.185	.324	.567	-.451	.822
			-.128	.320	.690	-.757	.501
	Heavy Shoppers	A little Media	-.031	.288	.914	-.598	.536
		Media Mavens My Stuff	-.714	.392	.069	-1.484	.056
		Travel & Entertainment Non- Shoppers	.469	.335	.162	-.190	1.129
		Flyers	-.296	.321	.357	-.927	.335
			.313	.342	.360	-.359	.985
			.128	.320	.690	-.501	.757
There is a guarantee from the vendor that the product will arrive on a certain date.	A little Media	Media Mavens My Stuff	-.677(*)	.270	.013	-1.207	-.146
		Travel & Entertainment Non- Shoppers	.156	.220	.479	-.277	.588
		Flyers	-.456(*)	.207	.028	-.862	-.049
		Heavy Shoppers	.292	.226	.197	-.152	.736
			-.048	.206	.816	-.453	.357
			-.202	.223	.366	-.640	.236
	Media Mavens	A little Media					
		My Stuff	.677(*)	.270	.013	.146	1.207
		Travel & Entertainment Non- Shoppers	.833(*)	.301	.006	.242	1.423
		Flyers	.221	.291	.447	-.351	.793
		Heavy Shoppers	.969(*)	.305	.002	.370	1.568
			.629(*)	.290	.031	.058	1.200
	My Stuff	A little Media	.475	.303	.117	-.120	1.070
		Media Mavens Travel & Entertainment Non- Shoppers	-.156	.220	.479	-.588	.277
		Flyers	-.833(*)	.301	.006	-1.423	-.242
		Heavy Shoppers	-.611(*)	.246	.013	-1.094	-.129
			.136	.262	.603	-.378	.651
			-.204	.245	.406	-.685	.277
	Travel &	Heavy Shoppers	-.358	.259	.168	-.867	.152
		A little Media	.456(*)	.207	.028	.049	.862

	Entertainment	Media					
		Mavens	-.221	.291	.447	-.793	.351
		My Stuff	.611(*)	.246	.013	.129	1.094
		Non-Shoppers	.748(*)	.251	.003	.255	1.241
		Flyers	.408	.233	.081	-.050	.866
		Heavy Shoppers	.254	.248	.307	-.234	.742
	Non-Shoppers	A little Media	-.292	.226	.197	-.736	.152
		Media	-.969(*)	.305	.002	-1.568	-.370
		Mavens	-.136	.262	.603	-.651	.378
		My Stuff	-.748(*)	.251	.003	-1.241	-.255
		Travel & Entertainment	-.340	.250	.175	-.831	.151
		Flyers	-.494	.264	.062	-1.013	.025
	Flyers	A little Media	.048	.206	.816	-.357	.453
		Media	-.629(*)	.290	.031	-1.200	-.058
		Mavens	.204	.245	.406	-.277	.685
		My Stuff	-.408	.233	.081	-.866	.050
		Travel & Entertainment	.340	.250	.175	-.151	.831
		Non-Shoppers	-.154	.247	.534	-.640	.332
	Heavy Shoppers	A little Media	.202	.223	.366	-.236	.640
		Media	-.475	.303	.117	-1.070	.120
		Mavens	.358	.259	.168	-.152	.867
		My Stuff	-.254	.248	.307	-.742	.234
		Travel & Entertainment	.494	.264	.062	-.025	1.013
		Non-Shoppers	.154	.247	.534	-.332	.640

Based on observed means.

* The mean difference is significant at the .05 level.

APPENDIX H

Appendix H: Internet Usage Items: MANOVAs

H1. Visit: Internet Usage MANOVA

General Linear Model

Between-Subjects Factors

		Value Label	N
Ward	1	My Stuff	85
Method_Visit	2	Some of Everything	83
Cluster	3	Non-Browsers	51
Solution	4	Technos	41
	5	Travelers	99
	6	Media Mavens	54
	7	Frequent Browsers	22

Descriptive Statistics

	Ward Method_Visit	Mean	Std. Deviation	N
Internet Use--(1-1 interl) About how long have you been using the Internet?	My Stuff	5.1294	.78359	85
	Some of Everything	5.2651	.84224	83
	Non-Browsers	5.0392	1.05756	51
	Technos	5.4634	.71055	41
	Travelers	5.1616	.90019	99
	Media Mavens	5.5741	.66167	54
	Frequent Browsers	5.5000	.80178	22
	Total	5.2575	.85216	435
Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	My Stuff	4.1176	1.45088	85
	Some of Everything	4.0964	1.41089	83
	Non-Browsers	3.6471	1.69498	51
	Technos	4.5854	1.54880	41
	Travelers	3.7374	1.50906	99
	Media Mavens	4.6667	1.33176	54
	Frequent Browsers	4.0000	1.51186	22
	Total	4.0782	1.51440	435
Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	My Stuff	4.5412	1.23011	85
	Some of Everything	4.8675	1.20741	83
	Non-Browsers	3.4902	1.30188	51
	Technos	4.6341	1.15664	41
	Travelers	4.3737	1.35214	99
	Media Mavens	5.3519	1.01233	54
	Frequent Browsers	5.1364	1.45718	22
	Total	4.5816	1.33532	435
Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	My Stuff	2.7765	.90470	85
	Some of Everything	2.7831	.91129	83
	Non-Browsers	2.2745	.63493	51
	Technos	2.7073	.95509	41
	Travelers	2.8889	1.01909	99
	Media Mavens	3.1111	1.04008	54
	Frequent Browsers	3.0455	.99892	22
	Total	2.7931	.95447	435

Box's Test of Equality of Covariance Matrices ^a

Box's M	78.587
F	1.264
df1	60
df2	73422.374
Sig.	.082

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept+Visit7_1

Bartlett's Test of Sphericity ^a

Likelihood Ratio	.000
Approx. Chi-Square	332.588
df	9
Sig.	.000

Tests the null hypothesis that the residual covariance matrix is proportional to an identity matrix.

a. Design: Intercept+Visit7_1

Multivariate Tests

Effect	Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^a
Intercept								
Pillai's Trace	.977	4548.173 ^b	4.000	425.000	.000	.977	18192.692	1.000
Wilks' Lambda	.023	4548.173 ^b	4.000	425.000	.000	.977	18192.692	1.000
Hotelling's Trace	42.806	4548.173 ^b	4.000	425.000	.000	.977	18192.692	1.000
Roy's Largest Root	42.806	4548.173 ^b	4.000	425.000	.000	.977	18192.692	1.000
Visit7_1								
Pillai's Trace	.215	4.060	24.000	1712.000	.000	.054	97.449	1.000
Wilks' Lambda	.794	4.220	24.000	1483.858	.000	.056	87.959	1.000
Hotelling's Trace	.247	4.359	24.000	1694.000	.000	.058	104.606	1.000
Roy's Largest Root	.188	13.418 ^c	6.000	428.000	.000	.158	80.506	1.000

a. Computed using alpha = .05

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

d. Design: Intercept+Visit7_1

Levene's Test of Equality of Error Variances^a

	F	df1	df2	Sig.
Internet Use--(1-1 interl) About how long have you been using the Internet?	1.225	6	428	.292
Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	2.569	6	428	.019
Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	2.059	6	428	.057
Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	2.026	6	428	.061

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept+Visit7_1

Tests of Between-Subjects Effects						
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	Internet Use--(1-1 interl) About how long have you been using the Internet?	13.184	6	2.197	3.114	0.005
	Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	50.520	6	8.420	3.814	0.001
	Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	110.870	6	18.478	11.929	0.000
	Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	21.820	6	3.637	4.167	0.000
Intercept	Internet Use--(1-1 interl) About how long have you been using the Internet?	9718.037	1	9718.037	13773.509	0.000
	Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	5866.377	1	5866.377	2657.440	0.000
	Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	7396.355	1	7396.355	4774.845	0.000
	Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	2703.921	1	2703.921	3097.975	0.000

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Visit7_1	Internet Use--(1-1 interl) About how long have you been using the Internet?	13.184	6	2.197	3.114	0.005
	Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	50.520	6	8.420	3.814	0.001
	Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	110.870	6	18.478	11.929	0.000
	Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	21.820	6	3.637	4.167	0.000
Error	Internet Use--(1-1 interl) About how long have you been using the Internet?	301.980	428	0.706		
	Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	944.822	428	2.208		
	Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	662.983	428	1.549		
	Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	373.560	428	0.873		

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Total	Internet Use--(1-1 interl) About how long have you been using the Internet?	12339.000	435			
	Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	8230.000	435			
	Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	9905.000	435			
	Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	3789.000	435			
Corrected Total	Internet Use--(1-1 interl) About how long have you been using the Internet?	315.163	434			
	Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	995.343	434			
	Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	773.853	434			
	Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	395.379	434			

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Error	Internet Use--(1-1 interl) About how long have you been using the Internet?	301.980	428	0.706		
	Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	944.822	428	2.208		
	Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	662.983	428	1.549		
	Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	373.560	428	0.873		
Total	Internet Use--(1-1 interl) About how long have you been using the Internet?	12339.000	435			
	Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	8230.000	435			
	Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	9905.000	435			
	Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	3789.000	435			

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Total	Internet Use--(1-1 interl) About how long have you been using the Internet?	315.163	434			
	Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	995.343	434			
	Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	773.853	434			
	Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	395.379	434			

Tests of Between-Subjects Effects con't				
Source	Dependent Variable	Partial Eta Squared	Noncent. Parameter	Observed Power
Corrected Model	Internet Use--(1-1 interl) About how long have you been using the Internet?	0.042	18.685	0.918
	Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	0.051	22.885	0.965
	Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	0.143	71.574	1.000
	Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	0.055	25.000	0.978
Intercept	Internet Use--(1-1 interl) About how long have you been using the Internet?	0.970	13773.509	1.000
	Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	0.861	2657.440	1.000
	Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	0.918	4774.845	1.000
	Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	0.879	3097.975	1.000

Source	Dependent Variable	Partial Eta Squared	Noncent. Parameter	Observed Power
Visit7_1	Internet Use--(1-1 interl) About how long have you been using the Internet?	0.042	18.685	0.918
	Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	0.051	22.885	0.965
	Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	0.143	71.574	1.000
	Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	0.055	25.000	0.978

Post Hoc Tests (Visit- Internet Usage)

Multiple Comparisons							
LSD							
Dependent Variable	(I) Ward Method_Visit Cluster Solution	(J) Ward Method_Visit Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Internet Use-- (1-1 interl) About how long have you been using the Internet?	My Stuff	Some of Everything	-0.136	0.130	0.296	-0.390	0.119
		Non-Browsers	0.090	0.149	0.545	-0.202	0.383
		Technos	-0.334	0.160	0.037	-0.648	-0.020
		Travelers	-0.032	0.124	0.796	-0.276	0.212
		Media Mavens	-0.445	0.146	0.002	-0.732	-0.157
		Frequent Browsers	-0.371	0.201	0.066	-0.766	0.024
	Some of Everything	My Stuff	0.136	0.130	0.296	-0.119	0.390
		Non-Browsers	0.226	0.149	0.131	-0.068	0.520
		Technos	-0.198	0.160	0.217	-0.514	0.117
		Travelers	0.103	0.125	0.408	-0.142	0.349
		Media Mavens	-0.309	0.147	0.036	-0.598	-0.020
		Frequent Browsers	-0.235	0.201	0.244	-0.631	0.161
	Non-Browsers	My Stuff	-0.090	0.149	0.545	-0.383	0.202
		Some of Everything	-0.226	0.149	0.131	-0.520	0.068
		Technos	-0.424	0.176	0.016	-0.771	-0.078
		Travelers	-0.122	0.145	0.398	-0.407	0.162
		Media Mavens	-0.535	0.164	0.001	-0.857	-0.212
		Frequent Browsers	-0.461	0.214	0.032	-0.882	-0.040
	Technos	My Stuff	0.334	0.160	0.037	0.020	0.648
		Some of Everything	0.198	0.160	0.217	-0.117	0.514
		Non-Browsers	0.424	0.176	0.016	0.078	0.771
		Travelers	0.302	0.156	0.054	-0.005	0.608
		Media Mavens	-0.111	0.174	0.525	-0.453	0.231
		Frequent Browsers	-0.037	0.222	0.869	-0.473	0.400

	Travelers	My Stuff	0.032	0.124	0.796	-0.212	0.276
		Some of Everything	-0.103	0.125	0.408	-0.349	0.142
		Non-Browsers	0.122	0.145	0.398	-0.162	0.407
		Technos	-0.302	0.156	0.054	-0.608	0.005
		Media Mavens	-0.412	0.142	0.004	-0.692	-0.133
		Frequent Browsers	-0.338	0.198	0.088	-0.728	0.051
	Media Mavens	My Stuff	0.445	0.146	0.002	0.157	0.732
		Some of Everything	0.309	0.147	0.036	0.020	0.598
		Non-Browsers	0.535	0.164	0.001	0.212	0.857
		Technos	0.111	0.174	0.525	-0.231	0.453
		Travelers	0.412	0.142	0.004	0.133	0.692
		Frequent Browsers	0.074	0.212	0.728	-0.344	0.492
	Frequent Browsers	My Stuff	0.371	0.201	0.066	-0.024	0.766
		Some of Everything	0.235	0.201	0.244	-0.161	0.631
		Non-Browsers	0.461	0.214	0.032	0.040	0.882
		Technos	0.037	0.222	0.869	-0.400	0.473
		Travelers	0.338	0.198	0.088	-0.051	0.728
		Media Mavens	-0.074	0.212	0.728	-0.492	0.344
Internet Use-- (1-2 interu) On average, how many hours per week, if any, do you use the Internet?	My Stuff	Some of Everything	0.021	0.229	0.926	-0.429	0.472
		Non-Browsers	0.471	0.263	0.074	-0.047	0.988
		Technos	-0.468	0.283	0.099	-1.023	0.088
		Travelers	0.380	0.220	0.084	-0.052	0.812
		Media Mavens	-0.549	0.259	0.034	-1.057	-0.041
		Frequent Browsers	0.118	0.355	0.741	-0.581	0.816
	Some of Everything	My Stuff	-0.021	0.229	0.926	-0.472	0.429
		Non-Browsers	0.449	0.264	0.090	-0.070	0.969
		Technos	-0.489	0.284	0.085	-1.046	0.068
		Travelers	0.359	0.221	0.105	-0.076	0.794
		Media Mavens	-0.570	0.260	0.029	-1.081	-0.060
		Frequent Browsers	0.096	0.356	0.787	-0.604	0.797

	Non-Browsers	My Stuff	-0.471	0.263	0.074	-0.988	0.047
		Some of Everything	-0.449	0.264	0.090	-0.969	0.070
		Technos	-0.938	0.312	0.003	-1.551	-0.326
		Travelers	-0.090	0.256	0.725	-0.594	0.413
		Media Mavens	-1.020	0.290	0.000	-1.590	-0.449
	Technos	Frequent Browsers	-0.353	0.379	0.352	-1.098	0.392
		My Stuff	0.468	0.283	0.099	-0.088	1.023
		Some of Everything	0.489	0.284	0.085	-0.068	1.046
		Non-Browsers	0.938	0.312	0.003	0.326	1.551
		Travelers	0.848	0.276	0.002	0.306	1.390
	Travelers	Media Mavens	-0.081	0.308	0.792	-0.686	0.524
		Frequent Browsers	0.585	0.393	0.137	-0.186	1.357
		My Stuff	-0.380	0.220	0.084	-0.812	0.052
		Some of Everything	-0.359	0.221	0.105	-0.794	0.076
		Non-Browsers	0.090	0.256	0.725	-0.413	0.594
	Media Mavens	Technos	-0.848	0.276	0.002	-1.390	-0.306
		Media Mavens	-0.929	0.251	0.000	-1.423	-0.435
		Frequent Browsers	-0.263	0.350	0.454	-0.951	0.426
		My Stuff	0.549	0.259	0.034	0.041	1.057
		Some of Everything	0.570	0.260	0.029	0.060	1.081
	Frequent Browsers	Non-Browsers	1.020	0.290	0.000	0.449	1.590
		Technos	0.081	0.308	0.792	-0.524	0.686
		Travelers	0.929	0.251	0.000	0.435	1.423
		Frequent Browsers	0.667	0.376	0.077	-0.072	1.405
		My Stuff	-0.118	0.355	0.741	-0.816	0.581
		Some of Everything	-0.096	0.356	0.787	-0.797	0.604
		Non-Browsers	0.353	0.379	0.352	-0.392	1.098
		Technos	-0.585	0.393	0.137	-1.357	0.186
		Travelers	0.263	0.350	0.454	-0.426	0.951
		Media Mavens	-0.667	0.376	0.077	-1.405	0.072

Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	My Stuff	Some of Everything	-0.326	0.192	0.090	-0.704	0.051
		Non-Browsers	1.051	0.220	0.000	0.618	1.484
		Technos	-0.093	0.237	0.695	-0.558	0.372
		Travelers	0.167	0.184	0.363	-0.194	0.529
		Media Mavens	-0.811	0.217	0.000	-1.236	-0.385
		Frequent Browsers	-0.595	0.298	0.046	-1.180	-0.010
	Some of Everything	My Stuff	0.326	0.192	0.090	-0.051	0.704
		Non-Browsers	1.377	0.221	0.000	0.942	1.813
		Technos	0.233	0.238	0.327	-0.234	0.700
		Travelers	0.494	0.185	0.008	0.130	0.858
		Media Mavens	-0.484	0.218	0.027	-0.912	-0.057
		Frequent Browsers	-0.269	0.298	0.368	-0.856	0.318
	Non-Browsers	My Stuff	-1.051	0.220	0.000	-1.484	-0.618
		Some of Everything	-1.377	0.221	0.000	-1.813	-0.942
		Technos	-1.144	0.261	0.000	-1.657	-0.631
		Travelers	-0.884	0.215	0.000	-1.305	-0.462
		Media Mavens	-1.862	0.243	0.000	-2.339	-1.384
		Frequent Browsers	-1.646	0.317	0.000	-2.270	-1.022
	Technos	My Stuff	0.093	0.237	0.695	-0.372	0.558
		Some of Everything	-0.233	0.238	0.327	-0.700	0.234
		Non-Browsers	1.144	0.261	0.000	0.631	1.657
		Travelers	0.260	0.231	0.261	-0.194	0.715
		Media Mavens	-0.718	0.258	0.006	-1.224	-0.211
		Frequent Browsers	-0.502	0.329	0.128	-1.149	0.144
	Travelers	My Stuff	-0.167	0.184	0.363	-0.529	0.194
		Some of Everything	-0.494	0.185	0.008	-0.858	-0.130
		Non-Browsers	0.884	0.215	0.000	0.462	1.305
		Technos	-0.260	0.231	0.261	-0.715	0.194
		Media Mavens	-0.978	0.211	0.000	-1.392	-0.564
		Frequent Browsers	-0.763	0.293	0.010	-1.339	-0.186

	Media Mavens	My Stuff	0.811	0.217	0.000	0.385	1.236
		Some of Everything	0.484	0.218	0.027	0.057	0.912
		Non- Browsers	1.862	0.243	0.000	1.384	2.339
		Technos	0.718	0.258	0.006	0.211	1.224
		Travelers	0.978	0.211	0.000	0.564	1.392
		Frequent Browsers	0.215	0.315	0.494	-0.403	0.834
	Frequent Browsers	My Stuff	0.595	0.298	0.046	0.010	1.180
		Some of Everything	0.269	0.298	0.368	-0.318	0.856
		Non- Browsers	1.646	0.317	0.000	1.022	2.270
		Technos	0.502	0.329	0.128	-0.144	1.149
		Travelers	0.763	0.293	0.010	0.186	1.339
		Media Mavens	-0.215	0.315	0.494	-0.834	0.403
Shopping--(1- 5 inter3) How often, if ever, do you go online and make a purchase?	My Stuff	Some of Everything	-0.007	0.144	0.963	-0.290	0.277
		Non- Browsers	0.502	0.165	0.003	0.177	0.827
		Technos	0.069	0.178	0.697	-0.280	0.418
		Travelers	-0.112	0.138	0.416	-0.384	0.159
		Media Mavens	-0.335	0.163	0.040	-0.654	-0.015
		Frequent Browsers	-0.269	0.223	0.229	-0.708	0.170
	Some of Everything	My Stuff	0.007	0.144	0.963	-0.277	0.290
		Non- Browsers	0.509	0.166	0.002	0.182	0.835
		Technos	0.076	0.178	0.671	-0.275	0.426
		Travelers	-0.106	0.139	0.447	-0.379	0.168
		Media Mavens	-0.328	0.163	0.045	-0.649	-0.007
		Frequent Browsers	-0.262	0.224	0.242	-0.703	0.178
	Non- Browsers	My Stuff	-0.502	0.165	0.003	-0.827	-0.177
		Some of Everything	-0.509	0.166	0.002	-0.835	-0.182
		Technos	-0.433	0.196	0.028	-0.818	-0.048
		Travelers	-0.614	0.161	0.000	-0.931	-0.298
		Media Mavens	-0.837	0.182	0.000	-1.195	-0.478
		Frequent Browsers	-0.771	0.238	0.001	-1.239	-0.303

	Technos	My Stuff	-0.069	0.178	0.697	-0.418	0.280
		Some of Everything	-0.076	0.178	0.671	-0.426	0.275
		Non-Browsers	0.433	0.196	0.028	0.048	0.818
		Travelers	-0.182	0.174	0.296	-0.523	0.159
		Media Mavens	-0.404	0.194	0.038	-0.784	-0.023
		Frequent Browsers	-0.338	0.247	0.172	-0.823	0.147
	Travelers	My Stuff	0.112	0.138	0.416	-0.159	0.384
		Some of Everything	0.106	0.139	0.447	-0.168	0.379
		Non-Browsers	0.614	0.161	0.000	0.298	0.931
		Technos	0.182	0.174	0.296	-0.159	0.523
		Media Mavens	-0.222	0.158	0.160	-0.533	0.088
		Frequent Browsers	-0.157	0.220	0.477	-0.589	0.276
	Media Mavens	My Stuff	0.335	0.163	0.040	0.015	0.654
		Some of Everything	0.328	0.163	0.045	0.007	0.649
		Non-Browsers	0.837	0.182	0.000	0.478	1.195
		Technos	0.404	0.194	0.038	0.023	0.784
		Travelers	0.222	0.158	0.160	-0.088	0.533
		Frequent Browsers	0.066	0.236	0.781	-0.399	0.530
	Frequent Browsers	My Stuff	0.269	0.223	0.229	-0.170	0.708
		Some of Everything	0.262	0.224	0.242	-0.178	0.703
		Non-Browsers	0.771	0.238	0.001	0.303	1.239
		Technos	0.338	0.247	0.172	-0.147	0.823
		Travelers	0.157	0.220	0.477	-0.276	0.589
		Media Mavens	-0.066	0.236	0.781	-0.530	0.399

H2. Purchase: Internet Usage MANOVA

General Linear Model

Between-Subjects Factors

		Value Label	N
Ward	1	A little Media	114
Method-Purchase	2	Media Mavens	33
Cluster Solution	3	My Stuff	53
	4	Travel & Entertainment	65
	5	Non-Shoppers	51
	6	Flyers	67
	7	Heavy Shoppers	52

Descriptive Statistics

	Ward Method-Purchase	Mean	Std. Deviation	N
Internet Use--(1-1 interl) About how long have you been using the Internet?	A little Media	5.4123	.70160	114
	Media Mavens	5.4848	.71244	33
	My Stuff	5.5283	.60776	53
	Travel & Entertainment	5.1692	.87624	65
	Non-Shoppers	4.9216	.93473	51
	Flyers	5.0000	1.02986	67
	Heavy Shoppers	5.2692	.90997	52
	Total	5.2575	.85216	435
Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	A little Media	4.3596	1.51177	114
	Media Mavens	4.7273	1.32930	33
	My Stuff	4.5094	1.29530	53
	Travel & Entertainment	3.6000	1.40089	65
	Non-Shoppers	3.5490	1.50085	51
	Flyers	3.6119	1.49702	67
	Heavy Shoppers	4.3269	1.58078	52
	Total	4.0782	1.51440	435
Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	A little Media	4.5877	1.28167	114
	Media Mavens	5.2727	.91079	33
	My Stuff	5.1321	1.07485	53
	Travel & Entertainment	4.1538	1.37194	65
	Non-Shoppers	4.1176	1.47847	51
	Flyers	4.1343	1.40233	67
	Heavy Shoppers	5.1346	1.06695	52
	Total	4.5816	1.33532	435
Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	A little Media	2.6140	.79276	114
	Media Mavens	3.3030	.98377	33
	My Stuff	3.4717	.97278	53
	Travel & Entertainment	2.7538	.82974	65
	Non-Shoppers	2.3333	.65320	51
	Flyers	2.3284	.61270	67
	Heavy Shoppers	3.2692	1.25425	52
	Total	2.7931	.95447	435

Box's Test of Equality of Covariance Matrices^a

Box's M	141.792
F	2.290
df1	60
df2	150204.8
Sig.	.000

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept+Purchase7_1

Bartlett's Test of Sphericity^a

Likelihood Ratio	.000
Approx. Chi-Square	330.908
df	9
Sig.	.000

Tests the null hypothesis that the residual covariance matrix is proportional to an identity matrix.

a. Design: Intercept+Purchase7_1

Multivariate Tests

Effect	Value	F	Hypothesis d	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^a
Intercept								
Pillai's Trace	.981	444.021 ^b	4.000	425.000	.000	.981	1776.085	1.000
Wilks' Lambda	.019	444.021 ^b	4.000	425.000	.000	.981	1776.085	1.000
Hotelling's Trace	51.238	444.021 ^b	4.000	425.000	.000	.981	1776.085	1.000
Roy's Largest F	51.238	444.021 ^b	4.000	425.000	.000	.981	1776.085	1.000
Purchase7_								
Pillai's Trace	.299	5.771	24.000	712.000	.000	.075	138.493	1.000
Wilks' Lambda	.717	6.196	24.000	483.858	.000	.080	128.894	1.000
Hotelling's Trace	.373	6.588	24.000	694.000	.000	.085	158.113	1.000
Roy's Largest F	.305	21.742 ^c	6.000	428.000	.000	.234	130.450	1.000

a. Computed using alpha = .05

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

d. Design: Intercept+Purchase7_1

Levene's Test of Equality of Error Variances^a

	F	df1	df2	Sig.
Internet Use--(1-1 interl) About how long have you been using the Internet?	1.551	6	428	.160
Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	1.660	6	428	.129
Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	4.056	6	428	.001
Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	7.155	6	428	.000

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept+Purchase7_1

Tests of Between-Subjects Effects						
Source	Dependent Variable	Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	Internet Use--(1-1 interl) About how long have you been using the Internet?	19.035	6	3.172	4.585	0.000
	Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	79.717	6	13.286	6.211	0.000
	Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	84.005	6	14.001	8.686	0.000
	Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	73.783	6	12.297	16.366	0.000
Intercept	Internet Use--(1-1 interl) About how long have you been using the Internet?	10647.213	1	10647.213	15388.626	0.000
	Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	6473.963	1	6473.963	3026.190	0.000
	Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	8327.807	1	8327.807	5166.792	0.000

Source	Dependent Variable	Sum of Squares	df	Mean Square	F	Sig.
	Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	3170.525	1	3170.525	4219.525	0.000
Purchase7 _1	Internet Use--(1-1 inter1) About how long have you been using the Internet?	19.035	6	3.172	4.585	0.000
	Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	79.717	6	13.286	6.211	0.000
	Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	84.005	6	14.001	8.686	0.000
	Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	73.783	6	12.297	16.366	0.000
Error	Internet Use--(1-1 inter1) About how long have you been using the Internet?	296.128	428	0.692		
	Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	915.625	428	2.139		

Source	Dependent Variable	Sum of Squares	df	Mean Square	F	Sig.
	Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	689.848	428	1.612		
	Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	321.597	428	0.751		
Total	Internet Use--(1-1 inter1) About how long have you been using the Internet?	12339.000	435			
	Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	8230.000	435			
	Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	9905.000	435			
	Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	3789.000	435			
Corrected Total	Internet Use--(1-1 inter1) About how long have you been using the Internet?	315.163	434			

Source	Dependent Variable	Sum of Squares	df	Mean Square	F	Sig.
	Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	995.343	434			
	Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	773.853	434			
	Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	395.379	434			

Tests of Between-Subjects Effects con't				
Source	Dependent Variable	Partial Eta Squared	Noncent. Parameter	Observed Power
Corrected Model	Internet Use--(1-1 interl) About how long have you been using the Internet?	0.060	27.512	0.988
	Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	0.080	37.263	0.999
	Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	0.109	52.119	1.000
	Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	0.187	98.195	1.000
Intercept	Internet Use--(1-1 interl) About how long have you been using the Internet?	0.973	15388.626	1.000
	Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	0.876	3026.190	1.000
	Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	0.924	5166.792	1.000
	Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	0.908	4219.525	1.000

Source	Dependent Variable	Partial Eta Squared	Noncent. Parameter	Observed Power
Visit7_1	Internet Use--(1-1 interl) About how long have you been using the Internet?	0.060	27.512	0.988
	Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	0.080	37.263	0.999
	Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	0.109	52.119	1.000
	Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	0.187	98.195	1.000

Post Hoc Tests (Purchase- Internet Usage)

LSD

Dependent Variable	(I) Ward Method-Purchase Cluster Solution	(J) Ward Method-Purchase Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Internet Use--(1-1 interl) About how long have you been using the Internet?	A little Media	Media Mavens	-.073	.164	.659	-.396	.251
		My Stuff	-.116	.138	.402	-.388	.156
		Travel & Entertainment	.243	.129	.061	-.011	.497
		Non-Shoppers	.491(*)	.140	.001	.215	.766
		Flyers	.412(*)	.128	.001	.161	.664
		Heavy Shoppers	.143	.139	.305	-.131	.417
	Media Mavens	A little Media	.073	.164	.659	-.251	.396
		My Stuff	-.043	.184	.814	-.406	.319
		Travel & Entertainment	.316	.178	.077	-.034	.665
		Non-Shoppers	.563(*)	.186	.003	.198	.929
		Flyers	.485(*)	.177	.006	.137	.833
		Heavy Shoppers	.216	.185	.245	-.148	.579
	My Stuff	A little Media	.116	.138	.402	-.156	.388
		Media Mavens	.043	.184	.814	-.319	.406
		Travel & Entertainment	.359(*)	.154	.020	.056	.662
		Non-Shoppers	.607(*)	.163	.000	.286	.927
		Flyers	.528(*)	.153	.001	.228	.829
		Heavy Shoppers	.259	.162	.111	-.060	.578
	Travel & Entertainment	A little Media	-.243	.129	.061	-.497	.011
		Media Mavens	-.316	.178	.077	-.665	.034
		My Stuff	-.359(*)	.154	.020	-.662	-.056
		Non-Shoppers	.248	.156	.112	-.058	.553
		Flyers	.169	.145	.243	-.115	.454
		Heavy Shoppers	-.100	.155	.519	-.404	.204
	Non-Shoppers	A little Media	-.491(*)	.140	.001	-.766	-.215
		Media Mavens	-.563(*)	.186	.003	-.929	-.198
		My Stuff	-.607(*)	.163	.000	-.927	-.286
		Travel & Entertainment	-.248	.156	.112	-.553	.058
		Flyers	-.078	.155	.612	-.382	.225
		Heavy Shoppers	-.348(*)	.164	.035	-.670	-.025
	Flyers	A little Media	-.412(*)	.128	.001	-.664	-.161
		Media Mavens	-.485(*)	.177	.006	-.833	-.137
		My Stuff	-.528(*)	.153	.001	-.829	-.228

		Travel & Entertainment Non-Shoppers	-.169	.145	.243	-.454	.115
			.078	.155	.612	-.225	.382
		Heavy Shoppers	-.269	.154	.081	-.571	.033
	Heavy Shoppers	A little Media	-.143	.139	.305	-.417	.131
		Media Mavens	-.216	.185	.245	-.579	.148
		My Stuff	-.259	.162	.111	-.578	.060
		Travel & Entertainment Non-Shoppers	.100	.155	.519	-.204	.404
		Flyers	.348(*)	.164	.035	.025	.670
			.269	.154	.081	-.033	.571
Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	A little Media	Media Mavens	-.368	.289	.204	-.936	.201
		My Stuff	-.150	.243	.538	-.628	.328
		Travel & Entertainment Non-Shoppers	.760(*)	.227	.001	.313	1.206
		Flyers	.811(*)	.246	.001	.326	1.295
		Heavy Shoppers	.748(*)	.225	.001	.305	1.190
			.033	.245	.894	-.448	.514
	Media Mavens	A little Media	.368	.289	.204	-.201	.936
		My Stuff	.218	.324	.502	-.420	.855
		Travel & Entertainment Non-Shoppers	1.127(*)	.313	.000	.513	1.742
		Flyers	1.178(*)	.327	.000	.536	1.821
		Heavy Shoppers	1.115(*)	.311	.000	.504	1.727
			.400	.326	.219	-.239	1.040
	My Stuff	A little Media	.150	.243	.538	-.328	.628
		Media Mavens	-.218	.324	.502	-.855	.420
		Travel & Entertainment Non-Shoppers	.909(*)	.271	.001	.377	1.441
		Flyers	.960(*)	.287	.001	.397	1.524
		Heavy Shoppers	.897(*)	.269	.001	.369	1.426
			.183	.285	.523	-.379	.744
	Travel & Entertainment	A little Media	-.760(*)	.227	.001	-1.206	-.313
		Media Mavens	-1.127(*)	.313	.000	-1.742	-.513
		My Stuff	-.909(*)	.271	.001	-1.441	-.377
		Non-Shoppers	.051	.274	.852	-.487	.589
		Flyers	-.012	.255	.963	-.512	.489
		Heavy Shoppers	-.727(*)	.272	.008	-1.262	-.192
	Non-Shoppers	A little Media	-.811(*)	.246	.001	-1.295	-.326
		Media Mavens	-1.178(*)	.327	.000	-1.821	-.536
		My Stuff	-.960(*)	.287	.001	-1.524	-.397
		Travel & Entertainment	-.051	.274	.852	-.589	.487
		Flyers	-.063	.272	.817	-.597	.471
		Heavy Shoppers	-.778(*)	.288	.007	-1.344	-.211

	Flyers	A little Media	-.748(*)	.225	.001	-1.190	-.305
		Media Mavens	-1.115(*)	.311	.000	-1.727	-.504
		My Stuff	-.897(*)	.269	.001	-1.426	-.369
		Travel & Entertainment	.012	.255	.963	-.489	.512
		Non-Shoppers	.063	.272	.817	-.471	.597
		Heavy Shoppers	-.715(*)	.270	.008	-1.246	-.184
	Heavy Shoppers	A little Media	-.033	.245	.894	-.514	.448
		Media Mavens	-.400	.326	.219	-1.040	.239
		My Stuff	-.183	.285	.523	-.744	.379
		Travel & Entertainment	.727(*)	.272	.008	.192	1.262
		Non-Shoppers	.778(*)	.288	.007	.211	1.344
		Flyers	.715(*)	.270	.008	.184	1.246
Shopping-- (1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	A little Media	Media Mavens	-.685(*)	.251	.007	-1.178	-.192
		My Stuff	-.544(*)	.211	.010	-.959	-.129
		Travel & Entertainment	.434(*)	.197	.028	.046	.822
		Non-Shoppers	.470(*)	.214	.028	.050	.890
		Flyers	.453(*)	.195	.021	.069	.838
		Heavy Shoppers	-.547(*)	.212	.010	-.964	-.129
	Media Mavens	A little Media	.685(*)	.251	.007	.192	1.178
		My Stuff	.141	.282	.618	-.413	.694
		Travel & Entertainment	1.119(*)	.271	.000	.586	1.652
		Non-Shoppers	1.155(*)	.284	.000	.598	1.713
		Flyers	1.138(*)	.270	.000	.608	1.669
		Heavy Shoppers	.138	.283	.625	-.417	.693
	My Stuff	A little Media	.544(*)	.211	.010	.129	.959
		Media Mavens	-.141	.282	.618	-.694	.413
		Travel & Entertainment	.978(*)	.235	.000	.516	1.440
		Non-Shoppers	1.014(*)	.249	.000	.525	1.504
		Flyers	.998(*)	.233	.000	.539	1.456
		Heavy Shoppers	-.003	.248	.992	-.490	.485
	Travel & Entertainment	A little Media	-.434(*)	.197	.028	-.822	-.046
		Media Mavens	-1.119(*)	.271	.000	-1.652	-.586
		My Stuff	-.978(*)	.235	.000	-1.440	-.516
		Non-Shoppers	.036	.237	.879	-.431	.503
		Flyers	.020	.221	.930	-.415	.454
		Heavy Shoppers	-.981(*)	.236	.000	-1.445	-.517
	Non-Shoppers	A little Media	-.470(*)	.214	.028	-.890	-.050
		Media Mavens	-1.155(*)	.284	.000	-1.713	-.598
		My Stuff	-1.014(*)	.249	.000	-1.504	-.525

		Travel & Entertainment	-0.036	.237	.879	-.503	.431
		Flyers	-.017	.236	.944	-.480	.447
		Heavy Shoppers	-1.017(*)	.250	.000	-1.509	-.525
	Flyers	A little Media	-.453(*)	.195	.021	-.838	-.069
		Media Mavens	-1.138(*)	.270	.000	-1.669	-.608
		My Stuff	-.998(*)	.233	.000	-1.456	-.539
		Travel & Entertainment	-.020	.221	.930	-.454	.415
		Non-Shoppers	.017	.236	.944	-.447	.480
		Heavy Shoppers	-1.000(*)	.235	.000	-1.461	-.539
	Heavy Shoppers	A little Media	.547(*)	.212	.010	.129	.964
		Media Mavens	-.138	.283	.625	-.693	.417
		My Stuff	.003	.248	.992	-.485	.490
		Travel & Entertainment	.981(*)	.236	.000	.517	1.445
		Non-Shoppers	1.017(*)	.250	.000	.525	1.509
		Flyers	1.000(*)	.235	.000	.539	1.461
Shopping-- (1-5 inter3) How often, if ever, do you go online and make a purchase?	A little Media	Media Mavens	-.689(*)	.171	.000	-1.026	-.352
		My Stuff	-.858(*)	.144	.000	-1.141	-.574
		Travel & Entertainment	-.140	.135	.300	-.405	.125
		Non-Shoppers	.281	.146	.055	-.006	.568
		Flyers	.286(*)	.133	.033	.023	.548
		Heavy Shoppers	-.655(*)	.145	.000	-.940	-.370
	Media Mavens	A little Media	.689(*)	.171	.000	.352	1.026
		My Stuff	-.169	.192	.381	-.546	.209
		Travel & Entertainment	.549(*)	.185	.003	.185	.913
		Non-Shoppers	.970(*)	.194	.000	.589	1.350
		Flyers	.975(*)	.184	.000	.612	1.337
		Heavy Shoppers	.034	.193	.861	-.345	.413
	My Stuff	A little Media	.858(*)	.144	.000	.574	1.141
		Media Mavens	.169	.192	.381	-.209	.546
		Travel & Entertainment	.718(*)	.160	.000	.403	1.033
		Non-Shoppers	1.138(*)	.170	.000	.804	1.473
		Flyers	1.143(*)	.159	.000	.830	1.457
		Heavy Shoppers	.202	.169	.232	-.130	.535
	Travel & Entertainment	A little Media	.140	.135	.300	-.125	.405
		Media Mavens	-.549(*)	.185	.003	-.913	-.185
		My Stuff	-.718(*)	.160	.000	-1.033	-.403
		Non-Shoppers	.421(*)	.162	.010	.102	.739
		Flyers	.425(*)	.151	.005	.129	.722
		Heavy Shoppers	-.515(*)	.161	.001	-.832	-.198
	Non-Shoppers	A little Media	-.281	.146	.055	-.568	.006

		Media Mavens	-.970(*)	.194	.000	-1.350	-.589
		My Stuff	-1.138(*)	.170	.000	-1.473	-.804
		Travel & Entertainment	-.421(*)	.162	.010	-.739	-.102
		Flyers	.005	.161	.975	-.312	.322
		Heavy Shoppers	-.936(*)	.171	.000	-1.272	-.600
	Flyers	A little Media	-.286(*)	.133	.033	-.548	-.023
		Media Mavens	-.975(*)	.184	.000	-1.337	-.612
		My Stuff	-1.143(*)	.159	.000	-1.457	-.830
		Travel & Entertainment	-.425(*)	.151	.005	-.722	-.129
		Non-Shoppers	-.005	.161	.975	-.322	.312
	Heavy Shoppers	Heavy Shoppers	-.941(*)	.160	.000	-1.256	-.626
		A little Media	.655(*)	.145	.000	.370	.940
		Media Mavens	-.034	.193	.861	-.413	.345
		My Stuff	-.202	.169	.232	-.535	.130
		Travel & Entertainment	.515(*)	.161	.001	.198	.832
		Non-Shoppers	.936(*)	.171	.000	.600	1.272
		Flyers	.941(*)	.160	.000	.626	1.256

Based on observed means.

* The mean difference is significant at the .05 level.

APPENDIX I

Appendix I: Internet Usage Items: ANOVAs

II. Visit: Internet Usage ANOVAs

Descriptives

	N	Mean	SD	Std. Error	% Confidence Interval Mean		Min.	Max.
					Lower Bound	Upper Bound		
Internet Use--(1-1 My Stuff	86	5.1163	.78843	.08502	4.9472	5.2853	2.00	6.00
About how long ha Some of Every	83	5.2651	.84224	.09245	5.0812	5.4490	2.00	6.00
been using the Inte Non-Browsers	51	5.0392	1.05756	.14809	4.7418	5.3367	1.00	6.00
Technos	41	5.4634	.71055	.11097	5.2391	5.6877	4.00	6.00
Travelers	99	5.1616	.90019	.09047	4.9821	5.3412	3.00	6.00
Media Mavens	55	5.5818	.65802	.08873	5.4039	5.7597	4.00	6.00
Frequent Brow	22	5.5000	.80178	.17094	5.1445	5.8555	3.00	6.00
Total	437	5.2563	.85308	.04081	5.1761	5.3365	1.00	6.00
Internet Use--(1-2 My Stuff	86	4.1047	1.44734	.15607	3.7943	4.4150	2.00	6.00
On average, how r Some of Every	84	4.0714	1.42089	.15503	3.7631	4.3798	2.00	6.00
hours per week, if Non-Browsers	53	3.6792	1.67302	.22981	3.2181	4.1404	2.00	6.00
do you use the Inte Technos	41	4.5854	1.54880	.24188	4.0965	5.0742	2.00	6.00
Travelers	99	3.7374	1.50906	.15167	3.4364	4.0384	2.00	6.00
Media Mavens	54	4.6667	1.33176	.18123	4.3032	5.0302	2.00	6.00
Frequent Brow	23	4.0435	1.49174	.31105	3.3984	4.6886	2.00	6.00
Total	440	4.0750	1.51118	.07204	3.9334	4.2166	2.00	6.00
Shopping--(1-4 brc My Stuff	85	4.5412	1.23011	.13342	4.2758	4.8065	2.00	6.00
How often, if ever, Some of Every	84	4.8571	1.20384	.13135	4.5959	5.1184	2.00	6.00
go online to look fc Non-Browsers	53	3.4717	1.29502	.17788	3.1147	3.8286	2.00	6.00
information about Technos	41	4.6341	1.15664	.18064	4.2691	4.9992	3.00	6.00
products or service Travelers	99	4.3737	1.35214	.13590	4.1041	4.6434	2.00	6.00
without buying any Media Mavens	55	5.2909	1.10005	.14833	4.9935	5.5883	2.00	6.00
during that visit? Frequent Brow	23	5.0435	1.49174	.31105	4.3984	5.6886	2.00	6.00
Total	440	4.5636	1.34166	.06396	4.4379	4.6893	2.00	6.00
Shopping--(1-5 inte My Stuff	86	2.7674	.90325	.09740	2.5738	2.9611	2.00	6.00
How often, if ever, Some of Every	84	2.7857	.90609	.09886	2.5891	2.9823	2.00	6.00
go online and mak Non-Browsers	53	2.2642	.62484	.08583	2.0919	2.4364	2.00	5.00
purchase? Technos	41	2.7073	.95509	.14916	2.4059	3.0088	2.00	6.00
Travelers	99	2.8889	1.01909	.10242	2.6856	3.0921	2.00	6.00
Media Mavens	55	3.0909	1.04124	.14040	2.8094	3.3724	2.00	6.00
Frequent Brow	23	3.0870	.99604	.20769	2.6562	3.5177	2.00	5.00
Total	441	2.7891	.95273	.04537	2.7000	2.8783	2.00	6.00

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Internet Use--(1-1 internet use) Between Groups	18.195	6	3.032	4.360	.000
About how long have you been using the Internet? Within Groups	299.100	430	.696		
Total	317.295	436			
Internet Use--(1-2 internet use) Between Groups	79.807	6	13.301	6.242	.000
On average, how many hours per week, if any, do you use the Internet? Within Groups	922.718	433	2.131		
Total	1002.525	439			
Shopping--(1-4 browsing) Between Groups	86.542	6	14.424	8.875	.000
How often, if ever, do you go online to look for information about products or services without buying anything during that visit? Within Groups	703.676	433	1.625		
Total	790.218	439			
Shopping--(1-5 internet use) Between Groups	73.229	6	12.205	16.240	.000
How often, if ever, do you go online and make a purchase? Within Groups	326.159	434	.752		
Total	399.388	440			

Post Hoc Tests (Visit- Internet Usage)

LSD

Dependent Variable	(I) Ward Method_Cluster Solution	(J) Ward Method_Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Internet Use- -(1-1 interl) About how long have you been using the Internet?	My Stuff	Some of Everything	-.149	.129	.250	-.403	.105
		Non-Browsers	.077	.148	.604	-.215	.369
		Technos	-.347(*)	.159	.030	-.660	-.034
		Travelers	-.045	.124	.714	-.289	.198
		Media Mavens	-.466(*)	.145	.001	-.751	-.180
		Frequent Browsers	-.384	.201	.057	-.778	.011
	Some of Everything	My Stuff	.149	.129	.250	-.105	.403
		Non-Browsers	.226	.149	.131	-.068	.520
		Technos	-.198	.160	.217	-.514	.117
		Travelers	.103	.125	.408	-.142	.349
		Media Mavens	-.317(*)	.146	.031	-.604	-.030
		Frequent Browsers	-.235	.201	.244	-.631	.161
	Non-Browsers	My Stuff	-.077	.148	.604	-.369	.215
		Some of Everything	-.226	.149	.131	-.520	.068
		Technos	-.424(*)	.176	.016	-.771	-.078
		Travelers	-.122	.145	.398	-.407	.162
		Media Mavens	-.543(*)	.163	.001	-.864	-.222
		Frequent Browsers	-.461(*)	.214	.032	-.882	-.040
	Technos	My Stuff	.347(*)	.159	.030	.034	.660
		Some of Everything	.198	.160	.217	-.117	.514
		Non-Browsers	.424(*)	.176	.016	.078	.771
		Travelers	.302	.156	.054	-.005	.608
		Media Mavens	-.118	.173	.495	-.459	.222
		Frequent Browsers	-.037	.222	.869	-.473	.400
	Travelers	My Stuff	.045	.124	.714	-.198	.289
		Some of Everything	-.103	.125	.408	-.349	.142
		Non-Browsers	.122	.145	.398	-.162	.407
		Technos	-.302	.156	.054	-.608	.005
		Media Mavens	-.420(*)	.141	.003	-.698	-.143
		Frequent Browsers	-.338	.198	.088	-.728	.051
	Media Mavens	My Stuff	.466(*)	.145	.001	.180	.751
		Some of Everything	.317(*)	.146	.031	.030	.604
		Non-Browsers	.543(*)	.163	.001	.222	.864
		Technos	.118	.173	.495	-.222	.459

		Travelers	.420(*)	.141	.003	.143	.698
		Frequent Browsers	.082	.212	.700	-.335	.498
	Frequent Browsers	My Stuff	.384	.201	.057	-.011	.778
		Some of Everything	.235	.201	.244	-.161	.631
		Non-Browsers	.461(*)	.214	.032	.040	.882
		Technos	.037	.222	.869	-.400	.473
		Travelers	.338	.198	.088	-.051	.728
		Media Mavens	-.082	.212	.700	-.498	.335
Internet Use- -(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	My Stuff	Some of Everything	.033	.228	.884	-.414	.481
		Non-Browsers	.425	.259	.101	-.084	.935
		Technos	-.481	.282	.089	-1.034	.073
		Travelers	.367	.219	.094	-.063	.797
		Media Mavens	-.562(*)	.258	.030	-1.068	-.056
		Frequent Browsers	.061	.348	.861	-.623	.746
	Some of Everything	My Stuff	-.033	.228	.884	-.481	.414
		Non-Browsers	.392	.260	.133	-.119	.904
		Technos	-.514	.283	.070	-1.070	.042
		Travelers	.334	.220	.130	-.099	.767
		Media Mavens	-.595(*)	.259	.022	-1.104	-.087
		Frequent Browsers	.028	.349	.936	-.658	.714
	Non-Browsers	My Stuff	-.425	.259	.101	-.935	.084
		Some of Everything	-.392	.260	.133	-.904	.119
		Technos	-.906(*)	.309	.003	-1.513	-.300
		Travelers	-.058	.253	.818	-.554	.438
		Media Mavens	-.987(*)	.287	.001	-1.551	-.424
		Frequent Browsers	-.364	.370	.326	-1.092	.364
	Technos	My Stuff	.481	.282	.089	-.073	1.034
		Some of Everything	.514	.283	.070	-.042	1.070
		Non-Browsers	.906(*)	.309	.003	.300	1.513
		Travelers	.848(*)	.276	.002	.306	1.390
		Media Mavens	-.081	.307	.792	-.685	.523
		Frequent Browsers	.542	.387	.162	-.218	1.302
	Travelers	My Stuff	-.367	.219	.094	-.797	.063
		Some of Everything	-.334	.220	.130	-.767	.099
		Non-Browsers	.058	.253	.818	-.438	.554
		Technos	-.848(*)	.276	.002	-1.390	-.306
		Media Mavens	-.929(*)	.251	.000	-1.423	-.436
		Frequent Browsers	-.306	.343	.373	-.981	.369
	Media Mavens	My Stuff	.562(*)	.258	.030	.056	1.068
		Some of Everything	.595(*)	.259	.022	.087	1.104
		Non-Browsers	.987(*)	.287	.001	.424	1.551

		Technos	.081	.307	.792	-.523	.685
		Travelers	.929(*)	.251	.000	.436	1.423
		Frequent Browsers	.623	.369	.092	-.103	1.349
	Frequent Browsers	My Stuff	-.061	.348	.861	-.746	.623
		Some of Everything	-.028	.349	.936	-.714	.658
		Non-Browsers	.364	.370	.326	-.364	1.092
		Technos	-.542	.387	.162	-1.302	.218
		Travelers	.306	.343	.373	-.369	.981
		Media Mavens	-.623	.369	.092	-1.349	.103
Shopping-- (1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	My Stuff	Some of Everything	-.316	.193	.102	-.695	.063
		Non-Browsers	1.069(*)	.220	.000	.638	1.501
		Technos	-.093	.239	.697	-.562	.376
		Travelers	.167	.186	.367	-.197	.532
		Media Mavens	-.750(*)	.217	.001	-1.176	-.323
		Frequent Browsers	-.502	.295	.089	-1.082	.077
	Some of Everything	My Stuff	.316	.193	.102	-.063	.695
		Non-Browsers	1.385(*)	.220	.000	.953	1.818
		Technos	.223	.239	.351	-.247	.693
		Travelers	.483(*)	.186	.010	.118	.849
		Media Mavens	-.434(*)	.218	.047	-.861	-.006
		Frequent Browsers	-.186	.295	.528	-.767	.394
	Non-Browsers	My Stuff	-1.069(*)	.220	.000	-1.501	-.638
		Some of Everything	-1.385(*)	.220	.000	-1.818	-.953
		Technos	-1.162(*)	.261	.000	-1.675	-.650
		Travelers	-.902(*)	.214	.000	-1.322	-.482
		Media Mavens	-1.819(*)	.241	.000	-2.294	-1.345
		Frequent Browsers	-1.572(*)	.313	.000	-2.188	-.956
	Technos	My Stuff	.093	.239	.697	-.376	.562
		Some of Everything	-.223	.239	.351	-.693	.247
		Non-Browsers	1.162(*)	.261	.000	.650	1.675
		Travelers	.260	.233	.264	-.198	.718
		Media Mavens	-.657(*)	.259	.012	-1.166	-.148
		Frequent Browsers	-.409	.327	.211	-1.052	.233
	Travelers	My Stuff	-.167	.186	.367	-.532	.197
		Some of Everything	-.483(*)	.186	.010	-.849	-.118
		Non-Browsers	.902(*)	.214	.000	.482	1.322
		Technos	-.260	.233	.264	-.718	.198
		Media Mavens	-.917(*)	.211	.000	-1.332	-.502
		Frequent Browsers	-.670(*)	.290	.022	-1.241	-.099
	Media Mavens	My Stuff	.750(*)	.217	.001	.323	1.176
		Some of Everything	.434(*)	.218	.047	.006	.861

		Non-Browsers	1.819(*)	.241	.000	1.345	2.294
		Technos	.657(*)	.259	.012	.148	1.166
		Travelers	.917(*)	.211	.000	.502	1.332
		Frequent Browsers	.247	.312	.428	-.365	.860
	Frequent Browsers	My Stuff	.502	.295	.089	-.077	1.082
		Some of Everything	.186	.295	.528	-.394	.767
		Non-Browsers	1.572(*)	.313	.000	.956	2.188
		Technos	.409	.327	.211	-.233	1.052
		Travelers	.670(*)	.290	.022	.099	1.241
		Media Mavens	-.247	.312	.428	-.860	.365
Shopping-- (1-5 inter3) How often, if ever, do you go online and make a purchase?	My Stuff	Some of Everything	-.018	.143	.898	-.299	.263
		Non-Browsers	.503(*)	.163	.002	.184	.823
		Technos	.060	.177	.734	-.287	.408
		Travelers	-.121	.137	.377	-.391	.148
		Media Mavens	-.323(*)	.161	.045	-.640	-.007
		Frequent Browsers	-.320	.219	.145	-.749	.110
	Some of Everything	My Stuff	.018	.143	.898	-.263	.299
		Non-Browsers	.522(*)	.163	.002	.200	.843
		Technos	.078	.177	.659	-.270	.427
		Travelers	-.103	.138	.456	-.375	.168
		Media Mavens	-.305	.162	.060	-.623	.012
		Frequent Browsers	-.301	.219	.170	-.732	.130
	Non-Browsers	My Stuff	-.503(*)	.163	.002	-.823	-.184
		Some of Everything	-.522(*)	.163	.002	-.843	-.200
		Technos	-.443(*)	.194	.023	-.824	-.062
		Travelers	-.625(*)	.159	.000	-.936	-.313
		Media Mavens	-.827(*)	.179	.000	-1.179	-.474
		Frequent Browsers	-.823(*)	.233	.000	-1.280	-.366
	Technos	My Stuff	-.060	.177	.734	-.408	.287
		Some of Everything	-.078	.177	.659	-.427	.270
		Non-Browsers	.443(*)	.194	.023	.062	.824
		Travelers	-.182	.173	.294	-.522	.158
		Media Mavens	-.384(*)	.192	.047	-.761	-.006
		Frequent Browsers	-.380	.243	.118	-.857	.097
	Travelers	My Stuff	.121	.137	.377	-.148	.391
		Some of Everything	.103	.138	.456	-.168	.375
		Non-Browsers	.625(*)	.159	.000	.313	.936
		Technos	.182	.173	.294	-.158	.522
		Media Mavens	-.202	.157	.198	-.510	.106
		Frequent Browsers	-.198	.216	.359	-.622	.226
	Media Mavens	My Stuff	.323(*)	.161	.045	.007	.640
		Some of	.305	.162	.060	-.012	.623

		Everything					
		Non-Browsers	.827(*)	.179	.000	.474	1.179
		Technos	.384(*)	.192	.047	.006	.761
		Travelers	.202	.157	.198	-.106	.510
		Frequent Browsers	.004	.231	.986	-.451	.458
	Frequent Browsers	My Stuff	.320	.219	.145	-.110	.749
		Some of Everything	.301	.219	.170	-.130	.732
		Non-Browsers	.823(*)	.233	.000	.366	1.280
		Technos	.380	.243	.118	-.097	.857
		Travelers	.198	.216	.359	-.226	.622
		Media Mavens	-.004	.231	.986	-.458	.451

* The mean difference is significant at the .05 level.

I2. Purchase: Internet Usage ANOVAs

Descriptives

		N	Mean	SD	Std. Error	95% Confidence Interval for Mean		Min.	Max.
						Lower Bound	Upper Bound		
Internet Use--(1-1 interl) About how long have you been using the Internet?	A little Media	114	5.412	.702	.066	5.282	5.542	4.00	6.00
	Media Mavens	33	5.485	.712	.124	5.232	5.737	4.00	6.00
	My Stuff	54	5.500	.637	.087	5.326	5.674	4.00	6.00
	Travel & Entertainment	66	5.182	.875	.108	4.967	5.397	3.00	6.00
	Non-Shoppers	51	4.922	.935	.131	4.659	5.184	2.00	6.00
	Flyers	67	5.000	1.030	.126	4.749	5.251	1.00	6.00
	Heavy Shoppers	52	5.269	.910	.126	5.016	5.523	3.00	6.00
	Total	437	5.256	.853	.041	5.176	5.336	1.00	6.00
Internet Use--(1-2 interu) On average, how many hours per week, if any, do you use the Internet?	A little Media	115	4.357	1.505	.140	4.078	4.635	2.00	6.00
	Media Mavens	33	4.727	1.329	.231	4.256	5.199	2.00	6.00
	My Stuff	54	4.481	1.299	.177	4.127	4.836	2.00	6.00
	Travel & Entertainment	66	3.621	1.401	.172	3.277	3.966	2.00	6.00
	Non-Shoppers	52	3.519	1.502	.208	3.101	3.937	2.00	6.00
	Flyers	67	3.612	1.497	.183	3.247	3.977	2.00	6.00
	Heavy Shoppers	53	4.340	1.568	.215	3.907	4.772	2.00	6.00
	Total	440	4.075	1.511	.072	3.933	4.217	2.00	6.00
Shopping--(1-4 brows1) How often, if ever, do you go online to look for information about products or services without	A little Media	115	4.583	1.277	.119	4.347	4.819	2.00	6.00
	Media Mavens	33	5.273	.911	.159	4.950	5.596	3.00	6.00
	My Stuff	53	5.132	1.075	.148	4.836	5.428	2.00	6.00
	Travel & Entertainment	67	4.090	1.401	.171	3.748	4.431	2.00	6.00
	Non-Shoppers	52	4.115	1.464	.203	3.708	4.523	2.00	6.00
	Flyers	67	4.134	1.402	.171	3.792	4.476	2.00	6.00
	Heavy Shoppers	53	5.094	1.097	.151	4.792	5.397	2.00	6.00
	Total	440	4.564	1.342	.064	4.438	4.689	2.00	6.00
Shopping--(1-5 inter3) How often, if ever, do you go online and make a purchase?	A little Media	115	2.609	.791	.074	2.463	2.755	2.00	6.00
	Media Mavens	33	3.303	.984	.171	2.954	3.652	2.00	6.00
	My Stuff	54	3.444	.984	.134	3.176	3.713	2.00	6.00
	Travel & Entertainment	67	2.731	.827	.101	2.530	2.933	2.00	6.00
	Non-Shoppers	52	2.346	.653	.091	2.164	2.528	2.00	5.00
	Flyers	67	2.328	.613	.075	2.179	2.478	2.00	5.00
	Heavy Shoppers	53	3.283	1.246	.171	2.940	3.627	2.00	6.00
	Total	441	2.789	.953	.045	2.700	2.878	2.00	6.00

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Internet Use--(1-1 internet use)	Between Groups 18.195	6	3.032	4.360	.000
About how long have you been using the Internet?	Within Groups 299.100	430	.696		
	Total 317.295	436			
Internet Use--(1-2 internet use)	Between Groups 79.807	6	13.301	6.242	.000
On average, how many hours per week, if any, do you use the Internet?	Within Groups 922.718	433	2.131		
	Total 1002.525	439			
Shopping--(1-4 browsing)	Between Groups 86.542	6	14.424	8.875	.000
How often, if ever, do you go online to look for information about products or services without buying anything during that visit?	Within Groups 703.676	433	1.625		
	Total 790.218	439			
Shopping--(1-5 internet purchase)	Between Groups 73.229	6	12.205	16.240	.000
How often, if ever, do you go online and make a purchase?	Within Groups 326.159	434	.752		
	Total 399.388	440			

Post Hoc Tests (Purchase- Internet Usage)

LSD

Dependent Variable	(I) Ward Method-Purchase Cluster Solution	(J) Ward Method-Purchase Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Internet Use- -(1-1 interl) About how long have you been using the Internet?	A little Media	Media Mavens	-.073	.165	.660	-.397	.251
		My Stuff	-.088	.138	.525	-.359	.183
		Travel & Entertainment	.230	.129	.075	-.023	.484
		Non-Shoppers	.491(*)	.141	.001	.215	.767
		Flyers	.412(*)	.128	.001	.160	.665
		Heavy Shoppers	.143	.140	.306	-.131	.417
	Media Mavens	A little Media	.073	.165	.660	-.251	.397
		My Stuff	-.015	.184	.935	-.377	.347
		Travel & Entertainment	.303	.178	.089	-.046	.653
		Non-Shoppers	.563(*)	.186	.003	.197	.930
		Flyers	.485(*)	.177	.007	.136	.833
		Heavy Shoppers	.216	.186	.246	-.149	.580
	My Stuff	A little Media	.088	.138	.525	-.183	.359
		Media Mavens	.015	.184	.935	-.347	.377
		Travel & Entertainment	.318(*)	.153	.038	.017	.619
		Non-Shoppers	.578(*)	.163	.000	.258	.899
		Flyers	.500(*)	.153	.001	.200	.800
		Heavy Shoppers	.231	.162	.155	-.088	.549
	Travel & Entertainment	A little Media	-.230	.129	.075	-.484	.023
		Media Mavens	-.303	.178	.089	-.653	.046
		My Stuff	-.318(*)	.153	.038	-.619	-.017
		Non-Shoppers	.260	.155	.095	-.045	.566
		Flyers	.182	.145	.209	-.102	.466
		Heavy Shoppers	-.087	.155	.572	-.391	.217
	Non-Shoppers	A little Media	-.491(*)	.141	.001	-.767	-.215
		Media Mavens	-.563(*)	.186	.003	-.930	-.197
		My Stuff	-.578(*)	.163	.000	-.899	-.258
		Travel & Entertainment	-.260	.155	.095	-.566	.045
		Flyers	-.078	.155	.613	-.383	.226
		Heavy Shoppers	-.348(*)	.164	.035	-.671	-.025
	Flyers	A little Media	-.412(*)	.128	.001	-.665	-.160
		Media Mavens	-.485(*)	.177	.007	-.833	-.136
		My Stuff	-.500(*)	.153	.001	-.800	-.200

		Travel & Entertainment Non-Shoppers	-.182	.145	.209	-.466	.102
		Heavy Shoppers	.078	.155	.613	-.226	.383
	Heavy Shoppers	A little Media	-.269	.154	.081	-.572	.034
		Media Mavens	-.143	.140	.306	-.417	.131
		My Stuff	-.216	.186	.246	-.580	.149
		Travel & Entertainment Non-Shoppers	-.231	.162	.155	-.549	.088
		Flyers	.087	.155	.572	-.217	.391
		Heavy Shoppers	.348(*)	.164	.035	.025	.671
			.269	.154	.081	-.034	.572
Internet Use- (1-2 interu) On average, how many hours per week, if any, do you use the Internet?	A little Media	Media Mavens	-.371	.288	.199	-.937	.196
		My Stuff	-.125	.241	.604	-.598	.348
		Travel & Entertainment Non-Shoppers	.735(*)	.225	.001	.292	1.178
		Flyers	.837(*)	.244	.001	.358	1.317
		Heavy Shoppers	.745(*)	.224	.001	.304	1.186
			.017	.242	.944	-.459	.493
	Media Mavens	A little Media	.371	.288	.199	-.196	.937
		My Stuff	.246	.323	.446	-.388	.880
		Travel & Entertainment Non-Shoppers	1.106(*)	.311	.000	.494	1.718
		Flyers	1.208(*)	.325	.000	.569	1.847
		Heavy Shoppers	1.115(*)	.310	.000	.505	1.726
			.388	.324	.232	-.249	1.024
	My Stuff	A little Media	.125	.241	.604	-.348	.598
		Media Mavens	-.246	.323	.446	-.880	.388
		Travel & Entertainment Non-Shoppers	.860(*)	.268	.001	.334	1.387
		Flyers	.962(*)	.284	.001	.405	1.520
		Heavy Shoppers	.870(*)	.267	.001	.345	1.394
			.142	.282	.616	-.413	.697
	Travel & Entertainment	A little Media	-.735(*)	.225	.001	-1.178	-.292
		Media Mavens	-1.106(*)	.311	.000	-1.718	-.494
		My Stuff	-.860(*)	.268	.001	-1.387	-.334
		Non-Shoppers	.102	.271	.707	-.430	.634
		Flyers	.009	.253	.971	-.488	.507
		Heavy Shoppers	-.718(*)	.269	.008	-1.248	-.189
	Non-Shoppers	A little Media	-.837(*)	.244	.001	-1.317	-.358
		Media Mavens	-1.208(*)	.325	.000	-1.847	-.569
		My Stuff	-.962(*)	.284	.001	-1.520	-.405
		Travel & Entertainment	-.102	.271	.707	-.634	.430
		Flyers	-.093	.270	.731	-.623	.438
		Heavy Shoppers	-.820(*)	.285	.004	-1.380	-.260
	Flyers	A little Media	-.745(*)	.224	.001	-1.186	-.304

Shopping-- (1-4 brows1) How often, if ever, do you go online to look for information about products or services without buying anything during that visit?		Media Mavens	-1.115(*)	.310	.000	-1.726	-.505
		My Stuff	-.870(*)	.267	.001	-1.394	-.345
		Travel & Entertainment	-.009	.253	.971	-.507	.488
		Non-Shoppers	.093	.270	.731	-.438	.623
		Heavy Shoppers	-.728(*)	.268	.007	-1.255	-.200
	Heavy Shoppers	A little Media	-.017	.242	.944	-.493	.459
		Media Mavens	-.388	.324	.232	-1.024	.249
		My Stuff	-.142	.282	.616	-.697	.413
		Travel & Entertainment	.718(*)	.269	.008	.189	1.248
		Non-Shoppers	.820(*)	.285	.004	.260	1.380
		Flyers	.728(*)	.268	.007	.200	1.255
	A little Media	Media Mavens	-.690(*)	.252	.006	-1.185	-.195
		My Stuff	-.549(*)	.212	.010	-.965	-.133
		Travel & Entertainment	.493(*)	.196	.012	.108	.878
		Non-Shoppers	.467(*)	.213	.029	.049	.886
		Flyers	.448(*)	.196	.023	.063	.833
		Heavy Shoppers	-.512(*)	.212	.016	-.928	-.096
	Media Mavens	A little Media	.690(*)	.252	.006	.195	1.185
		My Stuff	.141	.283	.619	-.415	.696
		Travel & Entertainment	1.183(*)	.271	.000	.650	1.716
		Non-Shoppers	1.157(*)	.284	.000	.600	1.715
		Flyers	1.138(*)	.271	.000	.606	1.671
		Heavy Shoppers	.178	.283	.528	-.377	.734
	My Stuff	A little Media	.549(*)	.212	.010	.133	.965
		Media Mavens	-.141	.283	.619	-.696	.415
		Travel & Entertainment	1.043(*)	.234	.000	.582	1.503
		Non-Shoppers	1.017(*)	.249	.000	.528	1.506
		Flyers	.998(*)	.234	.000	.537	1.458
		Heavy Shoppers	.038	.248	.879	-.449	.524
	Travel & Entertainment	A little Media	-.493(*)	.196	.012	-.878	-.108
		Media Mavens	-1.183(*)	.271	.000	-1.716	-.650
		My Stuff	-1.043(*)	.234	.000	-1.503	-.582
		Non-Shoppers	-.026	.236	.913	-.489	.437
		Flyers	-.045	.220	.839	-.478	.388
		Heavy Shoppers	-1.005(*)	.234	.000	-1.465	-.544
	Non-Shoppers	A little Media	-.467(*)	.213	.029	-.886	-.049
		Media Mavens	-1.157(*)	.284	.000	-1.715	-.600
		My Stuff	-1.017(*)	.249	.000	-1.506	-.528
		Travel & Entertainment	.026	.236	.913	-.437	.489
		Flyers	-.019	.236	.936	-.482	.444
		Heavy Shoppers	-.979(*)	.249	.000	-1.468	-.490

	Flyers	A little Media	-.448(*)	.196	.023	-.833	-.063
		Media Mavens	-1.138(*)	.271	.000	-1.671	-.606
		My Stuff	-.998(*)	.234	.000	-1.458	-.537
		Travel & Entertainment	.045	.220	.839	-.388	.478
		Non-Shoppers	.019	.236	.936	-.444	.482
		Heavy Shoppers	-.960(*)	.234	.000	-1.421	-.499
	Heavy Shoppers	A little Media	.512(*)	.212	.016	.096	.928
		Media Mavens	-.178	.283	.528	-.734	.377
		My Stuff	-.038	.248	.879	-.524	.449
		Travel & Entertainment	1.005(*)	.234	.000	.544	1.465
		Non-Shoppers	.979(*)	.249	.000	.490	1.468
		Flyers	.960(*)	.234	.000	.499	1.421
Shopping-- (1-5 inter3) How often, if ever, do you go online and make a purchase?	A little Media	Media Mavens	-.694(*)	.171	.000	-1.031	-.358
		My Stuff	-.836(*)	.143	.000	-1.117	-.555
		Travel & Entertainment	-.123	.133	.358	-.385	.139
		Non-Shoppers	.263	.145	.071	-.022	.547
		Flyers	.280(*)	.133	.036	.018	.542
		Heavy Shoppers	-.674(*)	.144	.000	-.957	-.391
	Media Mavens	A little Media	.694(*)	.171	.000	.358	1.031
		My Stuff	-.141	.192	.461	-.518	.235
		Travel & Entertainment	.572(*)	.184	.002	.209	.934
		Non-Shoppers	.957(*)	.193	.000	.578	1.336
		Flyers	.975(*)	.184	.000	.612	1.337
		Heavy Shoppers	.020	.192	.917	-.358	.398
	My Stuff	A little Media	.836(*)	.143	.000	.555	1.117
		Media Mavens	.141	.192	.461	-.235	.518
		Travel & Entertainment	.713(*)	.159	.000	.402	1.025
		Non-Shoppers	1.098(*)	.168	.000	.767	1.429
		Flyers	1.116(*)	.159	.000	.804	1.428
		Heavy Shoppers	.161	.168	.336	-.168	.491
	Travel & Entertainment	A little Media	.123	.133	.358	-.139	.385
		Media Mavens	-.572(*)	.184	.002	-.934	-.209
		My Stuff	-.713(*)	.159	.000	-1.025	-.402
		Non-Shoppers	.385(*)	.160	.017	.070	.700
		Flyers	.403(*)	.150	.007	.109	.697
		Heavy Shoppers	-.552(*)	.159	.001	-.865	-.238
	Non-Shoppers	A little Media	-.263	.145	.071	-.547	.022
		Media Mavens	-.957(*)	.193	.000	-1.336	-.578
		My Stuff	-1.098(*)	.168	.000	-1.429	-.767
		Travel & Entertainment	-.385(*)	.160	.017	-.700	-.070
		Flyers	.018	.160	.912	-.297	.333

	Heavy Shoppers		- .937(*)	.169	.000	-1.269	-.604
	Flyers	A little Media	-.280(*)	.133	.036	-.542	-.018
		Media Mavens	-.975(*)	.184	.000	-1.337	-.612
		My Stuff	-1.116(*)	.159	.000	-1.428	-.804
		Travel & Entertainment	-.403(*)	.150	.007	-.697	-.109
		Non-Shoppers	-.018	.160	.912	-.333	.297
		Heavy Shoppers	-.955(*)	.159	.000	-1.268	-.641
	Heavy Shoppers	A little Media	.674(*)	.144	.000	.391	.957
		Media Mavens	-.020	.192	.917	-.398	.358
		My Stuff	-.161	.168	.336	-.491	.168
		Travel & Entertainment	.552(*)	.159	.001	.238	.865
		Non-Shoppers	.937(*)	.169	.000	.604	1.269
		Flyers	.955(*)	.159	.000	.641	1.268

* The mean difference is significant at the .05 level.

APPENDIX J

Appendix J: Innovativeness ANOVAs

J1. Visit: Innovativeness ANOVA

Descriptives

		N	Mean	SD	Std. Error	95% Confidence Interval for Mean		Min.	Max.
						Lower Bound	Upper Bound		
Innovativeness	My Stuff	54	4.367	1.011	.138	4.091	4.643	1.50	6.67
	Some of Everything	49	4.640	.925	.132	4.374	4.906	2.67	7.00
	Non-Browsers	28	3.708	1.446	.273	3.148	4.269	1.00	7.00
	Technos	29	4.632	.946	.176	4.272	4.992	3.17	6.67
	Travelers	67	4.186	.987	.121	3.945	4.426	2.00	7.00
	Media Mavens	42	5.052	1.083	.167	4.714	5.389	2.83	6.67
	Frequent Browsers	13	4.769	1.308	.363	3.979	5.560	2.00	6.67
	Total	282	4.454	1.115	.066	4.323	4.584	1.00	7.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Innovativeness	Between Groups	39.717	6	6.619	5.876	.000
	Within Groups	309.773	275	1.126		
	Total	349.490	281			

Post Hoc Tests (Visit- Innovativeness)

LSD

Dependent Variable	(I) Ward Method_Visit Cluster Solution	(J) Ward Method_Visit Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Innovativeness	My Stuff	Some of Everything	-.273	.209	.193	-.686	.139
		Non-Browsers	.658(*)	.247	.008	.172	1.145
		Technos	-.266	.244	.278	-.747	.216
		Travelers	.181	.194	.352	-.201	.563
		Media Mavens	-.685(*)	.218	.002	-1.115	-.255
		Frequent Browsers	-.403	.328	.221	-1.048	.243
	Some of Everything	My Stuff	.273	.209	.193	-.139	.686
		Non-Browsers	.932(*)	.251	.000	.437	1.427
		Technos	.008	.249	.975	-.482	.497
		Travelers	.455(*)	.200	.023	.062	.847
		Media Mavens	-.411	.223	.066	-.851	.028
		Frequent Browsers	-.129	.331	.697	-.781	.523
	Non-Browsers	My Stuff	-.658(*)	.247	.008	-1.145	-.172
		Some of Everything	-.932(*)	.251	.000	-1.427	-.437
		Technos	-.924(*)	.281	.001	-1.477	-.370
		Travelers	-.477(*)	.239	.047	-.947	-.007
		Media Mavens	-1.343(*)	.259	.000	-1.853	-.833
		Frequent Browsers	-1.061(*)	.356	.003	-1.762	-.360
	Technos	My Stuff	.266	.244	.278	-.216	.747
		Some of Everything	-.008	.249	.975	-.497	.482
		Non-Browsers	.924(*)	.281	.001	.370	1.477
		Travelers	.447	.236	.059	-.018	.911
		Media Mavens	-.419	.256	.103	-.924	.085
		Frequent Browsers	-.137	.354	.699	-.834	.560
	Travelers	My Stuff	-.181	.194	.352	-.563	.201
		Some of Everything	-.455(*)	.200	.023	-.847	-.062
		Non-Browsers	.477(*)	.239	.047	.007	.947
		Technos	-.447	.236	.059	-.911	.018
		Media Mavens	-.866(*)	.209	.000	-1.277	-.455
		Frequent Browsers	-.584	.322	.071	-1.217	.050
	Media Mavens	My Stuff	.685(*)	.218	.002	.255	1.115
		Some of Everything	.411	.223	.066	-.028	.851
		Non-Browsers	1.343(*)	.259	.000	.833	1.853
		Technos	.419	.256	.103	-.085	.924
		Travelers	.866(*)	.209	.000	.455	1.277
		Frequent Browsers	.282	.337	.403	-.381	.945

	Frequent Browsers	My Stuff	.403	.328	.221	-.243	1.048
		Some of Everything	.129	.331	.697	-.523	.781
		Non-Browsers	1.061(*)	.356	.003	.360	1.762
		Technos	.137	.354	.699	-.560	.834
		Travelers	.584	.322	.071	-.050	1.217
		Media Mavens	-.282	.337	.403	-.945	.381

* The mean difference is significant at the .05 level.

J2. Purchase: Innovativeness ANOVA

Descriptives

		N	Mean	SD	Std. Error	95% Confidence Interval for Mean		Min.	Max.
						Lower Bound	Upper Bound		
Innovativeness	A little Media	80	4.425	.925	.103	4.219	4.631	2.00	6.67
	Media Mavens	27	5.401	.973	.187	5.016	5.786	3.50	7.00
	My Stuff	41	4.769	.908	.142	4.483	5.056	2.83	6.67
	Travel & Entertainment	41	4.301	1.074	.168	3.962	4.640	2.50	7.00
	Non-Shoppers	24	3.561	1.565	.319	2.900	4.222	1.00	6.67
	Flyers	34	4.049	1.016	.174	3.694	4.404	1.50	5.83
	Heavy Shoppers	35	4.603	.983	.166	4.265	4.941	2.67	6.67
	Total	282	4.454	1.115	.066	4.323	4.584	1.00	7.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Innovativeness	Between Groups	54.812	6	9.135	8.525	.000
	Within Groups	294.678	275	1.072		
	Total	349.490	281			

Post Hoc Tests (Purchase-Innovativeness)

LSD

Dependent Variable	(I) Ward Method-Purchase Cluster Solution	(J) Ward Method-Purchase Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Innovativeness	A little Media	Media Mavens	-.976(*)	.230	.000	-1.430	-.523
		My Stuff	-.344	.199	.085	-.736	.047
		Travel & Entertainment	.124	.199	.533	-.267	.516
		Non-Shoppers	.864(*)	.241	.000	.390	1.338
		Flyers	.376	.212	.077	-.041	.793
		Heavy Shoppers	-.178	.210	.397	-.591	.235
	Media Mavens	A little Media	.976(*)	.230	.000	.523	1.430
		My Stuff	.632(*)	.257	.014	.127	1.137
		Travel & Entertainment	1.100(*)	.257	.000	.595	1.605
		Non-Shoppers	1.840(*)	.290	.000	1.268	2.412
		Flyers	1.352(*)	.267	.000	.827	1.878
		Heavy Shoppers	.798(*)	.265	.003	.276	1.320
	My Stuff	A little Media	.344	.199	.085	-.047	.736
		Media Mavens	-.632(*)	.257	.014	-1.137	-.127
		Travel & Entertainment	.468(*)	.229	.041	.018	.918
		Non-Shoppers	1.208(*)	.266	.000	.684	1.732
		Flyers	.720(*)	.240	.003	.247	1.193
		Heavy Shoppers	.166	.238	.486	-.303	.635
	Travel & Entertainment	A little Media	-.124	.199	.533	-.516	.267
		Media Mavens	-1.100(*)	.257	.000	-1.605	-.595
		My Stuff	-.468(*)	.229	.041	-.918	-.018
		Non-Shoppers	.740(*)	.266	.006	.216	1.263
		Flyers	.252	.240	.295	-.221	.724
		Heavy Shoppers	-.302	.238	.206	-.771	.167
	Non-Shoppers	A little Media	-.864(*)	.241	.000	-1.338	-.390
		Media Mavens	-1.840(*)	.290	.000	-2.412	-1.268
		My Stuff	-1.208(*)	.266	.000	-1.732	-.684
		Travel & Entertainment	-.740(*)	.266	.006	-1.263	-.216
		Flyers	-.488	.276	.078	-1.031	.055
		Heavy Shoppers	-1.042(*)	.274	.000	-1.582	-.502
	Flyers	A little Media	-.376	.212	.077	-.793	.041
		Media Mavens	-1.352(*)	.267	.000	-1.878	-.827
		My Stuff	-.720(*)	.240	.003	-1.193	-.247

		Travel & Entertainment Non-Shoppers	-.252	.240	.295	-.724	.221
		Heavy Shoppers	.488	.276	.078	-.055	1.031
			-.554(*)	.249	.027	-1.045	-.063
	Heavy Shoppers	A little Media	.178	.210	.397	-.235	.591
		Media Mavens	-.798(*)	.265	.003	-1.320	-.276
		My Stuff	-.166	.238	.486	-.635	.303
		Travel & Non-Shoppers	.302	.238	.206	-.167	.771
		Flyers	1.042(*)	.274	.000	.502	1.582
			.554(*)	.249	.027	.063	1.045

* The mean difference is significant at the .05 level.

APPENDIX K

Appendix K: Presence ANOVAs

K1. Visit: Presence ANOVA

Descriptives

		N	Mean	SD	Std. Error	95% Confidence Interval for Mean		Min.	Max.
						Lower Bound	Upper Bound		
Presence	My Stuff	86	3.460	1.408	.152	3.159	3.762	1.00	7.00
	Some of Everything	84	3.704	1.126	.123	3.459	3.948	1.00	6.60
	Non-Browsers	53	3.883	1.418	.195	3.492	4.274	1.00	7.00
	Technos	41	3.356	1.173	.183	2.986	3.726	1.00	5.00
	Travelers	99	3.380	1.220	.123	3.137	3.624	1.00	7.00
	Media Mavens	55	3.778	1.577	.213	3.352	4.204	1.00	7.00
	Frequent Browsers	23	3.087	1.355	.283	2.501	3.673	1.00	6.40
	Total	441	3.550	1.327	.063	3.426	3.674	1.00	7.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Presence	Between Groups	20.736	6	3.456	1.989	.066
	Within Groups	753.934	434	1.737		
	Total	774.670	440			

Post Hoc Tests (Visit- Presence)

LSD

Dependent Variable	(I) Ward Method_Visit Cluster Solution	(J) Ward Method_Visit Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Presence	My Stuff	Some of Everything	-.243	.202	.230	-.640	.154
		Non-Browsers	-.423	.230	.067	-.875	.030
		Technos	.104	.250	.677	-.387	.596
		Travelers	.080	.194	.680	-.302	.462
		Media Mavens	-.318	.228	.163	-.765	.130
		Frequent Browsers	.374	.309	.228	-.235	.982
	Some of Everything	My Stuff	.243	.202	.230	-.154	.640
		Non-Browsers	-.179	.231	.438	-.634	.275
		Technos	.347	.251	.167	-.146	.841
		Travelers	.323	.196	.099	-.061	.708
		Media Mavens	-.075	.229	.744	-.524	.375
		Frequent Browsers	.617(*)	.310	.047	.007	1.226
	Non-Browsers	My Stuff	.423	.230	.067	-.030	.875
		Some of Everything	.179	.231	.438	-.275	.634
		Technos	.527	.274	.055	-.012	1.066
		Travelers	.503(*)	.224	.026	.062	.944
		Media Mavens	.105	.254	.680	-.394	.603
		Frequent Browsers	.796(*)	.329	.016	.149	1.443
	Technos	My Stuff	-.104	.250	.677	-.596	.387
		Some of Everything	-.347	.251	.167	-.841	.146
		Non-Browsers	-.527	.274	.055	-1.066	.012
		Travelers	-.024	.245	.921	-.505	.457
		Media Mavens	-.422	.272	.121	-.957	.112
		Frequent Browsers	.269	.343	.434	-.406	.944
	Travelers	My Stuff	-.080	.194	.680	-.462	.302
		Some of Everything	-.323	.196	.099	-.708	.061
		Non-Browsers	-.503(*)	.224	.026	-.944	-.062
		Technos	.024	.245	.921	-.457	.505
		Media Mavens	-.398	.222	.073	-.834	.038
		Frequent Browsers	.293	.305	.337	-.306	.893
	Media Mavens	My Stuff	.318	.228	.163	-.130	.765
		Some of Everything	.075	.229	.744	-.375	.524
		Non-Browsers	-.105	.254	.680	-.603	.394
		Technos	.422	.272	.121	-.112	.957
		Travelers	.398	.222	.073	-.038	.834

	Frequent Browsers	.691(*)	.327	.035	.048	1.334
Frequent Browsers	My Stuff	-.374	.309	.228	-.982	.235
	Some of Everything	-.617(*)	.310	.047	-1.226	-.007
	Non-Browsers	-.796(*)	.329	.016	-1.443	-.149
	Technos	-.269	.343	.434	-.944	.406
	Travelers	-.293	.305	.337	-.893	.306
	Media Mavens	-.691(*)	.327	.035	-1.334	-.048

* The mean difference is significant at the .05 level.

K2. Purchase: Presence ANOVA

Descriptives

		N	Mean	SD	Std. Error	95% Confidence Interval for Mean		Min.	Max.
						Lower Bound	Upper Bound		
Presence	A little Media	115	3.435	1.240	.116	3.206	3.664	1.00	7.00
	Media Mavens	33	3.436	1.782	.310	2.804	4.068	1.00	7.00
	My Stuff	54	3.411	1.414	.192	3.025	3.797	1.00	7.00
	Travel & Entertainment	67	3.564	1.224	.150	3.266	3.863	1.00	5.80
	Non-Shoppers	52	3.970	1.539	.213	3.542	4.399	1.00	7.00
	Flyers	67	3.645	1.140	.139	3.367	3.923	1.00	6.00
	Heavy Shoppers	53	3.462	1.185	.163	3.136	3.789	1.00	5.60
	Total	441	3.550	1.327	.063	3.426	3.674	1.00	7.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Presence	Between Groups	13.199	6	2.200	1.254	.278
	Within Groups	761.471	434	1.755		
	Total	774.670	440			

Post Hoc Tests (Purchase- Presence)

LSD

Dependent Variable	(I) Ward Method-Purchase Cluster Solution	(J) Ward Method-Purchase Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Presence	A little Media	Media Mavens	-.002	.262	.995	-.516	.513
		My Stuff	.024	.219	.914	-.406	.453
		Travel & Entertainment	-.129	.204	.525	-.530	.271
		Non-Shoppers	-.535(*)	.221	.016	-.970	-.100
		Flyers	-.210	.204	.303	-.610	.190
		Heavy Shoppers	-.027	.220	.901	-.460	.405
	Media Mavens	A little Media	.002	.262	.995	-.513	.516
		My Stuff	.025	.293	.931	-.550	.600
		Travel & Entertainment	-.128	.282	.650	-.681	.426
		Non-Shoppers	-.534	.295	.071	-1.113	.046
		Flyers	-.208	.282	.460	-.762	.345
		Heavy Shoppers	-.026	.294	.930	-.603	.551
	My Stuff	A little Media	-.024	.219	.914	-.453	.406
		Media Mavens	-.025	.293	.931	-.600	.550
		Travel & Entertainment	-.153	.242	.528	-.629	.323
		Non-Shoppers	-.559(*)	.257	.030	-1.065	-.053
		Flyers	-.234	.242	.335	-.710	.242
		Heavy Shoppers	-.051	.256	.842	-.555	.452
	Travel & Entertainment	A little Media	.129	.204	.525	-.271	.530
		Media Mavens	.128	.282	.650	-.426	.681
		My Stuff	.153	.242	.528	-.323	.629
		Non-Shoppers	-.406	.245	.098	-.887	.075
		Flyers	-.081	.229	.725	-.530	.369
		Heavy Shoppers	.102	.243	.676	-.377	.580
	Non-Shoppers	A little Media	.535(*)	.221	.016	.100	.970
		Media Mavens	.534	.295	.071	-.046	1.113
		My Stuff	.559(*)	.257	.030	.053	1.065
		Travel & Entertainment	.406	.245	.098	-.075	.887
		Flyers	.325	.245	.184	-.156	.807
		Heavy Shoppers	.508	.259	.050	.000	1.016
	Flyers	A little Media	.210	.204	.303	-.190	.610
		Media Mavens	.208	.282	.460	-.345	.762
		My Stuff	.234	.242	.335	-.242	.710
		Travel & Entertainment	.081	.229	.725	-.369	.530
		Non-Shoppers	-.325	.245	.184	-.807	.156
		Heavy Shoppers	.183	.243	.454	-.296	.661
	Heavy Shoppers	A little Media	.027	.220	.901	-.405	.460

	Media Mavens	.026	.294	.930	-.551	.603
	My Stuff	.051	.256	.842	-.452	.555
	Travel & Entertainment	-.102	.243	.676	-.580	.377
	Non-Shoppers	-.508	.259	.050	-1.016	.000
	Flyers	-.183	.243	.454	-.661	.296

* The mean difference is significant at the .05 level.

APPENDIX L

Appendix L: Trust Scale MANOVAs

L1. Visit: Trust MANOVAs

General Linear Model

Between-Subjects Factors

		Value Label	N
Ward	1	My Stuff	32
Method_Visit	2	Some of Everything	35
Cluster	3	Non-Browsers	25
Solution	4	Technos	12
	5	Travelers	32
	6	Media Mavens	13
	7	Frequent Browsers	10

Descriptive Statistics

	Ward Method_Visit	Mean	Std. Deviation	N
Trust_Integrity	My Stuff	4.3750	1.01600	32
	Some of Everything	4.5000	1.04142	35
	Non-Browsers	4.3833	1.23181	25
	Technos	4.5833	1.68325	12
	Travelers	4.3802	.98691	32
	Media Mavens	4.7500	1.36550	13
	Frequent Browsers	4.1750	1.88212	10
	Total	4.4387	1.18952	159
Trust_Benevolence	My Stuff	3.9922	1.17687	32
	Some of Everything	4.1571	1.18055	35
	Non-Browsers	3.8600	1.40698	25
	Technos	4.0625	1.31480	12
	Travelers	3.8047	.78734	32
	Media Mavens	3.9423	1.04160	13
	Frequent Browsers	3.6833	1.70457	10
	Total	3.9518	1.17606	159
Trust_Ability	My Stuff	4.6250	1.00603	32
	Some of Everything	4.9071	.85982	35
	Non-Browsers	4.5300	1.34304	25
	Technos	4.6458	1.46729	12
	Travelers	4.5052	.95858	32
	Media Mavens	4.9423	1.19528	13
	Frequent Browsers	4.7000	1.33749	10
	Total	4.6803	1.09535	159
Trust_Predictability	My Stuff	4.5938	1.09572	32
	Some of Everything	4.6857	1.04379	35
	Non-Browsers	3.8200	1.38353	25
	Technos	4.2500	1.67196	12
	Travelers	4.3125	1.24919	32
	Media Mavens	5.2692	1.16575	13
	Frequent Browsers	4.0500	1.80201	10
	Total	4.4308	1.30418	159

Box's Test of Equality of Covariance Matrices^a

Box's M	110.739
F	1.652
df1	60
df2	9844.152
Sig.	.001

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept+Visit7_1

Bartlett's Test of Sphericity^a

Likelihood Ratio	.000
Approx. Chi-Square	262.318
df	9
Sig.	.000

Tests the null hypothesis that the residual covariance matrix is proportional to an identity matrix.

a. Design: Intercept+Visit7_1

Levene's Test of Equality of Error Variances^a

	F	df1	df2	Sig.
Trust_Integrity	2.299	6	152	.037
Trust_Benevolence	1.530	6	152	.172
Trust_Ability	1.196	6	152	.311
Trust_Predictability	1.560	6	152	.163

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept+Visit7_1

Multivariate Tests

Effect	Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^a	
Intercept	Pillai's Trace	.945	636.876 ^b	4.000	149.000	.000	.945	2547.503	1.000
	Wilks' Lambda	.055	636.876 ^b	4.000	149.000	.000	.945	2547.503	1.000
	Hotelling's Trace	17.097	636.876 ^b	4.000	149.000	.000	.945	2547.503	1.000
	Roy's Largest Root	17.097	636.876 ^b	4.000	149.000	.000	.945	2547.503	1.000
Visit7_1	Pillai's Trace	.149	.978	24.000	608.000	.494	.037	23.467	.807
	Wilks' Lambda	.856	.987	24.000	521.009	.482	.038	20.590	.732
	Hotelling's Trace	.162	.995	24.000	590.000	.471	.039	23.879	.815
	Roy's Largest Root	.118	2.998 ^c	6.000	152.000	.009	.106	17.986	.897

a. Computed using alpha = .05

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

d. Design: Intercept+Visit7_1

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	Trust_Integrity	2.654	6	.442	.304	.934
	Trust_Benevolence	3.300	6	.550	.388	.886
	Trust_Ability	4.355	6	.726	.596	.733
	Trust_Predictability	23.880	6	3.980	2.471	.026
Intercept	Trust_Integrity	2479.067	1	2479.067	1705.768	.000
	Trust_Benevolence	1932.826	1	1932.826	1364.985	.000
	Trust_Ability	2758.514	1	2758.514	2263.855	.000
	Trust_Predictability	2452.763	1	2452.763	1522.589	.000
Visit7_1	Trust_Integrity	2.654	6	.442	.304	.934
	Trust_Benevolence	3.300	6	.550	.388	.886
	Trust_Ability	4.355	6	.726	.596	.733
	Trust_Predictability	23.880	6	3.980	2.471	.026
Error	Trust_Integrity	220.908	152	1.453		
	Trust_Benevolence	215.233	152	1.416		
	Trust_Ability	185.212	152	1.219		
	Trust_Predictability	244.859	152	1.611		
Total	Trust_Integrity	3356.160	159			
	Trust_Benevolence	2701.569	159			
	Trust_Ability	3672.486	159			
	Trust_Predictability	3390.250	159			
Corrected Total	Trust_Integrity	223.562	158			
	Trust_Benevolence	218.533	158			
	Trust_Ability	189.568	158			
	Trust_Predictability	268.739	158			

Source	Dependent Variable	Partial Eta Squared	Noncent. Parameter	Observed Power(a)
Corrected Model	Trust_Integrity	.012	1.826	.132
	Trust_Benevolence	.015	2.331	.160
	Trust_Ability	.023	3.574	.233
	Trust_Predictability	.089	14.824	.820
Intercept	Trust_Integrity	.918	1705.768	1.000
	Trust_Benevolence	.900	1364.985	1.000
	Trust_Ability	.937	2263.855	1.000
	Trust_Predictability	.909	1522.589	1.000
Visit7_1	Trust_Integrity	.012	1.826	.132
	Trust_Benevolence	.015	2.331	.160
	Trust_Ability	.023	3.574	.233
	Trust_Predictability	.089	14.824	.820

Post Hoc Tests (Visit- Trust Scales)

LSD

Dependent Variable	(I) Ward Method_Visit Cluster Solution	(J) Ward Method_Visit Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Trust_Integrity	My Stuff	Some of Everything	-.125	.295	.672	-.708	.458
		Non-Browsers	-.008	.322	.979	-.644	.627
		Technos	-.208	.408	.610	-1.015	.598
		Travelers	-.005	.301	.986	-.601	.590
		Media Mavens	-.375	.397	.346	-1.158	.408
		Frequent Browsers	.200	.437	.648	-.663	1.063
	Some of Everything	My Stuff	.125	.295	.672	-.458	.708
		Non-Browsers	.117	.316	.712	-.507	.740
		Technos	-.083	.403	.837	-.880	.713
		Travelers	.120	.295	.685	-.463	.702
		Media Mavens	-.250	.392	.524	-1.024	.524
		Frequent Browsers	.325	.432	.453	-.529	1.179
	Non-Browsers	My Stuff	.008	.322	.979	-.627	.644
		Some of Everything	-.117	.316	.712	-.740	.507
		Technos	-.200	.423	.637	-1.036	.636
		Travelers	.003	.322	.992	-.633	.639
		Media Mavens	-.367	.412	.375	-1.181	.448
		Frequent Browsers	.208	.451	.645	-.683	1.100
	Technos	My Stuff	.208	.408	.610	-.598	1.015
		Some of Everything	.083	.403	.837	-.713	.880
		Non-Browsers	.200	.423	.637	-.636	1.036
		Travelers	.203	.408	.619	-.603	1.009
		Media Mavens	-.167	.483	.730	-1.120	.787
		Frequent Browsers	.408	.516	.430	-.611	1.428
	Travelers	My Stuff	.005	.301	.986	-.590	.601
		Some of Everything	-.120	.295	.685	-.702	.463
		Non-Browsers	-.003	.322	.992	-.639	.633
		Technos	-.203	.408	.619	-1.009	.603
		Media Mavens	-.370	.397	.352	-1.153	.414
		Frequent Browsers	.205	.437	.639	-.658	1.068
	Media Mavens	My Stuff	.375	.397	.346	-.408	1.158
		Some of Everything	.250	.392	.524	-.524	1.024
		Non-Browsers	.367	.412	.375	-.448	1.181

		Technos	.167	.483	.730	-.787	1.120
		Travelers	.370	.397	.352	-.414	1.153
		Frequent Browsers	.575	.507	.259	-.427	1.577
	Frequent Browsers	My Stuff	-.200	.437	.648	-1.063	.663
		Some of Everything	-.325	.432	.453	-1.179	.529
		Non-Browsers	-.208	.451	.645	-1.100	.683
		Technos	-.408	.516	.430	-1.428	.611
		Travelers	-.205	.437	.639	-1.068	.658
		Media Mavens	-.575	.507	.259	-1.577	.427
	Trust_ Benevolence	My Stuff	-.165	.291	.572	-.740	.410
		Some of Everything	.132	.318	.678	-.495	.760
		Non-Browsers	-.070	.403	.862	-.866	.726
		Technos	.188	.297	.529	-.400	.775
		Travelers	.050	.391	.899	-.723	.823
		Media Mavens	.309	.431	.475	-.543	1.161
	Some of Everything	My Stuff	.165	.291	.572	-.410	.740
		Non-Browsers	.297	.312	.342	-.318	.913
		Technos	.095	.398	.812	-.692	.881
		Travelers	.352	.291	.228	-.223	.927
		Media Mavens	.215	.386	.579	-.549	.978
		Frequent Browsers	.474	.427	.269	-.369	1.317
	Non-Browsers	My Stuff	-.132	.318	.678	-.760	.495
		Some of Everything	-.297	.312	.342	-.913	.318
		Technos	-.202	.418	.629	-1.028	.623
		Travelers	.055	.318	.862	-.572	.683
		Media Mavens	-.082	.407	.840	-.886	.722
		Frequent Browsers	.177	.445	.692	-.703	1.056
	Technos	My Stuff	.070	.403	.862	-.726	.866
		Some of Everything	-.095	.398	.812	-.881	.692
		Non-Browsers	.202	.418	.629	-.623	1.028
		Travelers	.258	.403	.523	-.538	1.054
		Media Mavens	.120	.476	.801	-.821	1.061
		Frequent Browsers	.379	.510	.458	-.627	1.386
	Travelers	My Stuff	-.188	.297	.529	-.775	.400
		Some of Everything	-.352	.291	.228	-.927	.223
		Non-Browsers	-.055	.318	.862	-.683	.572
		Technos	-.258	.403	.523	-1.054	.538
		Media Mavens	-.138	.391	.726	-.911	.636
		Frequent Browsers	.121	.431	.779	-.730	.973
	Media Mavens	My Stuff	-.050	.391	.899	-.823	.723
		Some of Everything	-.215	.386	.579	-.978	.549

		Non-Browsers	.082	.407	.840	-.722	.886
		Technos	-.120	.476	.801	-1.061	.821
		Travelers	.138	.391	.726	-.636	.911
		Frequent Browsers	.259	.501	.606	-.730	1.248
	Frequent Browsers	My Stuff	-.309	.431	.475	-1.161	.543
		Some of Everything	-.474	.427	.269	-1.317	.369
		Non-Browsers	-.177	.445	.692	-1.056	.703
		Technos	-.379	.510	.458	-1.386	.627
		Travelers	-.121	.431	.779	-.973	.730
		Media Mavens	-.259	.501	.606	-1.248	.730
Trust_Ability	My Stuff	Some of Everything	-.282	.270	.298	-.816	.251
		Non-Browsers	.095	.295	.748	-.487	.677
		Technos	-.021	.374	.956	-.759	.717
		Travelers	.120	.276	.665	-.425	.665
		Media Mavens	-.317	.363	.384	-1.035	.400
		Frequent Browsers	-.075	.400	.851	-.865	.715
	Some of Everything	My Stuff	.282	.270	.298	-.251	.816
		Non-Browsers	.377	.289	.194	-.194	.948
		Technos	.261	.369	.480	-.468	.991
		Travelers	.402	.270	.139	-.131	.935
		Media Mavens	-.035	.359	.922	-.744	.673
		Frequent Browsers	.207	.396	.601	-.575	.989
	Non-Browsers	My Stuff	-.095	.295	.748	-.677	.487
		Some of Everything	-.377	.289	.194	-.948	.194
		Technos	-.116	.388	.766	-.882	.650
		Travelers	.025	.295	.933	-.557	.607
		Media Mavens	-.412	.377	.276	-1.158	.333
		Frequent Browsers	-.170	.413	.681	-.986	.646
	Technos	My Stuff	.021	.374	.956	-.717	.759
		Some of Everything	-.261	.369	.480	-.991	.468
		Non-Browsers	.116	.388	.766	-.650	.882
		Travelers	.141	.374	.707	-.598	.879
		Media Mavens	-.296	.442	.503	-1.170	.577
		Frequent Browsers	-.054	.473	.909	-.988	.880
	Travelers	My Stuff	-.120	.276	.665	-.665	.425
		Some of Everything	-.402	.270	.139	-.935	.131
		Non-Browsers	-.025	.295	.933	-.607	.557
		Technos	-.141	.374	.707	-.879	.598
		Media Mavens	-.437	.363	.230	-1.154	.280
		Frequent Browsers	-.195	.400	.627	-.985	.595
	Media	My Stuff	.317	.363	.384	-.400	1.035

	Mavens	Some of Everything	.035	.359	.922	-.673	.744
		Non-Browsers	.412	.377	.276	-.333	1.158
		Technos	.296	.442	.503	-.577	1.170
		Travelers	.437	.363	.230	-.280	1.154
		Frequent Browsers	.242	.464	.603	-.675	1.160
	Frequent Browsers	My Stuff	.075	.400	.851	-.715	.865
		Some of Everything	-.207	.396	.601	-.989	.575
		Non-Browsers	.170	.413	.681	-.646	.986
		Technos	.054	.473	.909	-.880	.988
		Travelers	.195	.400	.627	-.595	.985
		Media Mavens	-.242	.464	.603	-1.160	.675
Trust_Predictability	My Stuff	Some of Everything	-.092	.310	.767	-.705	.521
		Non-Browsers	.774(*)	.339	.024	.104	1.443
		Technos	.344	.430	.425	-.505	1.193
		Travelers	.281	.317	.377	-.346	.908
		Media Mavens	-.675	.417	.108	-1.500	.149
	Some of Everything	Frequent Browsers	.544	.460	.239	-.365	1.452
		My Stuff	.092	.310	.767	-.521	.705
		Non-Browsers	.866(*)	.332	.010	.209	1.522
		Technos	.436	.425	.306	-.403	1.275
		Travelers	.373	.310	.231	-.240	.987
	Non-Browsers	Media Mavens	-.584	.412	.159	-1.398	.231
		Frequent Browsers	.636	.455	.164	-.263	1.535
		My Stuff	-.774(*)	.339	.024	-1.443	-.104
		Some of Everything	-.866(*)	.332	.010	-1.522	-.209
		Technos	-.430	.446	.336	-1.311	.451
	Technos	Travelers	-.492	.339	.148	-1.162	.177
		Media Mavens	-1.449(*)	.434	.001	-2.307	-.592
		Frequent Browsers	-.230	.475	.629	-1.168	.708
		My Stuff	-.344	.430	.425	-1.193	.505
		Some of Everything	-.436	.425	.306	-1.275	.403
	Travelers	Non-Browsers	.430	.446	.336	-.451	1.311
		Travelers	-.063	.430	.885	-.911	.786
		Media Mavens	-1.019(*)	.508	.047	-2.023	-.015
		Frequent Browsers	.200	.543	.713	-.874	1.274
		My Stuff	-.281	.317	.377	-.908	.346
	Media	Some of Everything	-.373	.310	.231	-.987	.240
		Non-Browsers	.492	.339	.148	-.177	1.162
		Technos	.063	.430	.885	-.786	.911
		Media Mavens	-.957(*)	.417	.023	-1.781	-.132
		Frequent Browsers	.263	.460	.569	-.646	1.171
	Media	My Stuff	.675	.417	.108	-.149	1.500

	Mavens	Some of Everything	.584	.412	.159	-.231	1.398
		Non-Browsers	1.449(*)	.434	.001	.592	2.307
		Technos	1.019(*)	.508	.047	.015	2.023
		Travelers	.957(*)	.417	.023	.132	1.781
		Frequent Browsers	1.219(*)	.534	.024	.164	2.274
	Frequent Browsers	My Stuff	-.544	.460	.239	-1.452	.365
		Some of Everything	-.636	.455	.164	-1.535	.263
		Non-Browsers	.230	.475	.629	-.708	1.168
		Technos	-.200	.543	.713	-1.274	.874
		Travelers	-.263	.460	.569	-1.171	.646
		Media Mavens	-1.219(*)	.534	.024	-2.274	-.164

Based on observed means.

* The mean difference is significant at the .05 level.

L2. Purchase: Trust Scale MANOVAs

General Linear Model

Between-Subjects Factors

		Value Label	N
Ward	1	A little Media	35
Method-Purchase	2	Media Mavens	6
Cluster Solution	3	My Stuff	13
	4	Travel & Entertainment	26
	5	Non-Shoppers	28
	6	Flyers	33
	7	Heavy Shoppers	18

Descriptive Statistics

	Ward Method-Purchase	Mean	Std. Deviation	N
Trust_Integrity	A little Media	4.3548	.92517	35
	Media Mavens	5.6250	1.25250	6
	My Stuff	4.7308	1.12018	13
	Travel & Entertainment	4.0096	1.20516	26
	Non-Shoppers	4.0982	1.60488	28
	Flyers	4.7601	.77610	33
	Heavy Shoppers	4.5556	1.21133	18
	Total	4.4387	1.18952	159
Trust_Benevolence	A little Media	3.8500	.90180	35
	Media Mavens	4.1667	1.29099	6
	My Stuff	4.4808	.88660	13
	Travel & Entertainment	3.6442	1.16227	26
	Non-Shoppers	3.7946	1.62312	28
	Flyers	4.0783	1.08812	33
	Heavy Shoppers	4.1528	1.12831	18
	Total	3.9518	1.17606	159
Trust_Ability	A little Media	4.5000	1.03965	35
	Media Mavens	5.4167	1.38444	6
	My Stuff	4.9423	.91943	13
	Travel & Entertainment	4.4519	.93011	26
	Non-Shoppers	4.4196	1.34724	28
	Flyers	4.9369	1.01743	33
	Heavy Shoppers	4.8611	1.02979	18
	Total	4.6803	1.09535	159
Trust_Predictability	A little Media	4.3429	1.00566	35
	Media Mavens	6.0000	1.54919	6
	My Stuff	4.9231	.95407	13
	Travel & Entertainment	4.7308	1.29793	26
	Non-Shoppers	3.7857	1.43003	28
	Flyers	4.2273	1.40918	33
	Heavy Shoppers	4.6667	.97014	18
	Total	4.4308	1.30418	159

Box's Test of Equality of Covariance Matrices^a

Box's M	104.240
F	1.516
df1	60
df2	4187.866
Sig.	.007

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept+Purchase7_1

Bartlett's Test of Sphericity^a

Likelihood Ratio	.000
Approx. Chi-Square	256.761
df	9
Sig.	.000

Tests the null hypothesis that the residual covariance matrix is proportional to an identity matrix.

a. Design: Intercept+Purchase7_1

Levene's Test of Equality of Error Variances

	F	df1	df2	Sig.
Trust_Integrity	3.023	6	152	.008
Trust_Benevolence	2.425	6	152	.029
Trust_Ability	1.299	6	152	.261
Trust_Predictability	.730	6	152	.626

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept+Purchase7_1

Multivariate Tests

Effect	Value	F	Hypothesis d	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^a
Intercept								
Pillai's Trace	.946	652.570 ^b	4.000	149.000	.000	.946	2610.282	1.000
Wilks' Lambda	.054	652.570 ^b	4.000	149.000	.000	.946	2610.282	1.000
Hotelling's Trace	17.519	652.570 ^b	4.000	149.000	.000	.946	2610.282	1.000
Roy's Largest F	17.519	652.570 ^b	4.000	149.000	.000	.946	2610.282	1.000
Purchase7_								
Pillai's Trace	.295	2.020	24.000	608.000	.003	.074	48.469	.996
Wilks' Lambda	.729	2.059	24.000	521.009	.002	.076	42.846	.988
Hotelling's Trace	.339	2.085	24.000	590.000	.002	.078	50.037	.997
Roy's Largest F	.197	4.988 ^c	6.000	152.000	.000	.165	29.928	.991

a. Computed using alpha = .05

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

d. Design: Intercept+Purchase7_1

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	Trust_Integrity	21.487	6	3.581	2.694	.016
	Trust_Benevolence	8.683	6	1.447	1.048	.396
	Trust_Ability	11.303	6	1.884	1.606	.149
	Trust_Predictability	34.555	6	5.759	3.738	.002
Intercept	Trust_Integrity	2389.185	1	2389.185	1797.137	.000
	Trust_Benevolence	1835.745	1	1835.745	1329.681	.000
	Trust_Ability	2601.048	1	2601.048	2217.820	.000
	Trust_Predictability	2470.512	1	2470.512	1603.517	.000
Purchase7_1	Trust_Integrity	21.487	6	3.581	2.694	.016
	Trust_Benevolence	8.683	6	1.447	1.048	.396
	Trust_Ability	11.303	6	1.884	1.606	.149
	Trust_Predictability	34.555	6	5.759	3.738	.002
Error	Trust_Integrity	202.075	152	1.329		
	Trust_Benevolence	209.850	152	1.381		
	Trust_Ability	178.265	152	1.173		
	Trust_Predictability	234.184	152	1.541		
Total	Trust_Integrity	3356.160	159			
	Trust_Benevolence	2701.569	159			
	Trust_Ability	3672.486	159			
	Trust_Predictability	3390.250	159			
Corrected Total	Trust_Integrity	223.562	158			
	Trust_Benevolence	218.533	158			
	Trust_Ability	189.568	158			
	Trust_Predictability	268.739	158			

Source	Dependent Variable	Partial Eta Squared	Noncent. Parameter	Observed Power
Corrected Model	Trust_Integrity	.096	16.162	.857
	Trust_Benevolence	.040	6.290	.405
	Trust_Ability	.060	9.638	.603
	Trust_Predictability	.129	22.428	.957
Intercept	Trust_Integrity	.922	1797.137	1.000
	Trust_Benevolence	.897	1329.681	1.000
	Trust_Ability	.936	2217.820	1.000
	Trust_Predictability	.913	1603.517	1.000
Purchase7_1	Trust_Integrity	.096	16.162	.857
	Trust_Benevolence	.040	6.290	.405
	Trust_Ability	.060	9.638	.603
	Trust_Predictability	.129	22.428	.957

Post Hoc Tests (Purchase- Trust Scales)

LSD

Dependent Variable	(I) Ward Method-Purchase Cluster Solution	(J) Ward Method-Purchase Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Trust_Integrity	A little Media	Media Mavens	-1.270(*)	.509	.014	-2.277	-.264
		My Stuff	-.376	.374	.317	-1.116	.364
		Travel & Entertainment	.345	.299	.249	-.245	.935
		Non-Shoppers	.257	.292	.382	-.321	.834
		Flyers	-.405	.280	.149	-.958	.147
		Heavy Shoppers	-.201	.334	.549	-.862	.460
	Media Mavens	A little Media	1.270(*)	.509	.014	.264	2.277
		My Stuff	.894	.569	.118	-.230	2.019
		Travel & Entertainment	1.615(*)	.522	.002	.584	2.647
		Non-Shoppers	1.527(*)	.519	.004	.502	2.552
		Flyers	.865	.512	.093	-.146	1.876
		Heavy Shoppers	1.069	.544	.051	-.004	2.143
	My Stuff	A little Media	.376	.374	.317	-.364	1.116
		Media Mavens	-.894	.569	.118	-2.019	.230
		Travel & Entertainment	.721	.392	.068	-.053	1.495
		Non-Shoppers	.633	.387	.104	-.132	1.397
		Flyers	-.029	.378	.938	-.775	.717
		Heavy Shoppers	.175	.420	.677	-.654	1.004
	Travel & Entertainment	A little Media	-.345	.299	.249	-.935	.245
		Media Mavens	-1.615(*)	.522	.002	-2.647	-.584
		My Stuff	-.721	.392	.068	-1.495	.053
		Non-Shoppers	-.089	.314	.778	-.709	.532
		Flyers	-.750(*)	.302	.014	-1.348	-.153
		Heavy Shoppers	-.546	.354	.125	-1.244	.153
	Non-Shoppers	A little Media	-.257	.292	.382	-.834	.321
		Media Mavens	-1.527(*)	.519	.004	-2.552	-.502
		My Stuff	-.633	.387	.104	-1.397	.132
		Travel & Entertainment	.089	.314	.778	-.532	.709
		Flyers	-.662(*)	.296	.027	-1.247	-.077
		Heavy Shoppers	-.457	.348	.191	-1.146	.231
	Flyers	A little Media	.405	.280	.149	-.147	.958
		Media Mavens	-.865	.512	.093	-1.876	.146
		My Stuff	.029	.378	.938	-.717	.775
		Travel & Entertainment	.750(*)	.302	.014	.153	1.348
		Non-Shoppers	.662(*)	.296	.027	.077	1.247
		Heavy Shoppers	.205	.338	.546	-.463	.872

Trust_ Benevolence	Heavy Shoppers	A little Media	.201	.334	.549	-.460	.862
		Media Mavens	-1.069	.544	.051	-2.143	.004
		My Stuff	-.175	.420	.677	-1.004	.654
		Travel & Entertainment	.546	.354	.125	-.153	1.244
		Non-Shoppers	.457	.348	.191	-.231	1.146
		Flyers	-.205	.338	.546	-.872	.463
	A little Media	Media Mavens	-.317	.519	.543	-1.342	.709
		My Stuff	-.631	.382	.100	-1.385	.123
		Travel & Entertainment	.206	.304	.500	-.395	.807
		Non-Shoppers	.055	.298	.853	-.533	.644
		Flyers	-.228	.285	.425	-.792	.335
		Heavy Shoppers	-.303	.341	.376	-.976	.371
	Media Mavens	A little Media	.317	.519	.543	-.709	1.342
		My Stuff	-.314	.580	.589	-1.460	.832
		Travel & Entertainment	.522	.532	.328	-.529	1.574
		Non-Shoppers	.372	.529	.483	-.672	1.416
		Flyers	.088	.521	.866	-.942	1.119
		Heavy Shoppers	.014	.554	.980	-1.080	1.108
	My Stuff	A little Media	.631	.382	.100	-.123	1.385
		Media Mavens	.314	.580	.589	-.832	1.460
		Travel & Entertainment	.837(*)	.399	.038	.048	1.625
		Non-Shoppers	.686	.394	.084	-.093	1.465
		Flyers	.402	.385	.297	-.358	1.163
		Heavy Shoppers	.328	.428	.444	-.517	1.173
	Travel & Entertainment	A little Media	-.206	.304	.500	-.807	.395
		Media Mavens	-.522	.532	.328	-1.574	.529
		My Stuff	-.837(*)	.399	.038	-1.625	-.048
		Non-Shoppers	-.150	.320	.639	-.783	.482
		Flyers	-.434	.308	.161	-1.043	.175
		Heavy Shoppers	-.509	.360	.160	-1.220	.203
	Non-Shoppers	A little Media	-.055	.298	.853	-.644	.533
		Media Mavens	-.372	.529	.483	-1.416	.672
		My Stuff	-.686	.394	.084	-1.465	.093
		Travel & Entertainment	.150	.320	.639	-.482	.783
		Flyers	-.284	.302	.349	-.880	.313
		Heavy Shoppers	-.358	.355	.315	-1.059	.343
	Flyers	A little Media	.228	.285	.425	-.335	.792
		Media Mavens	-.088	.521	.866	-1.119	.942
		My Stuff	-.402	.385	.297	-1.163	.358
		Travel & Entertainment	.434	.308	.161	-.175	1.043
		Non-Shoppers	.284	.302	.349	-.313	.880
		Heavy Shoppers	-.074	.344	.829	-.755	.606
	Heavy Shoppers	A little Media	.303	.341	.376	-.371	.976

		Media Mavens	-.014	.554	.980	-1.108	1.080
		My Stuff	-.328	.428	.444	-1.173	.517
		Travel & Entertainment	.509	.360	.160	-.203	1.220
		Non-Shoppers	.358	.355	.315	-.343	1.059
		Flyers	.074	.344	.829	-.606	.755
Trust_Ability	A little Media	Media Mavens	-.917	.479	.057	-1.862	.029
		My Stuff	-.442	.352	.211	-1.137	.253
		Travel & Entertainment	.048	.280	.864	-.506	.602
		Non-Shoppers	.080	.275	.770	-.462	.623
		Flyers	-.437	.263	.098	-.956	.082
		Heavy Shoppers	-.361	.314	.252	-.982	.259
	Media Mavens	A little Media	.917	.479	.057	-.029	1.862
		My Stuff	.474	.534	.376	-.582	1.530
		Travel & Entertainment	.965	.490	.051	-.004	1.934
		Non-Shoppers	.997(*)	.487	.042	.034	1.960
		Flyers	.480	.481	.320	-.470	1.429
		Heavy Shoppers	.556	.511	.278	-.453	1.564
	My Stuff	A little Media	.442	.352	.211	-.253	1.137
		Media Mavens	-.474	.534	.376	-1.530	.582
		Travel & Entertainment	.490	.368	.185	-.236	1.217
		Non-Shoppers	.523	.363	.152	-.195	1.241
		Flyers	.005	.355	.988	-.695	.706
		Heavy Shoppers	.081	.394	.837	-.698	.860
	Travel & Entertainment	A little Media	-.048	.280	.864	-.602	.506
		Media Mavens	-.965	.490	.051	-1.934	.004
		My Stuff	-.490	.368	.185	-1.217	.236
		Non-Shoppers	.032	.295	.913	-.550	.615
		Flyers	-.485	.284	.090	-1.046	.076
		Heavy Shoppers	-.409	.332	.220	-1.065	.247
	Non-Shoppers	A little Media	-.080	.275	.770	-.623	.462
		Media Mavens	-.997(*)	.487	.042	-1.960	-.034
		My Stuff	-.523	.363	.152	-1.241	.195
		Travel & Entertainment	-.032	.295	.913	-.615	.550
		Flyers	-.517	.278	.065	-1.067	.033
		Heavy Shoppers	-.441	.327	.179	-1.088	.205
	Flyers	A little Media	.437	.263	.098	-.082	.956
		Media Mavens	-.480	.481	.320	-1.429	.470
		My Stuff	-.005	.355	.988	-.706	.695
		Travel & Entertainment	.485	.284	.090	-.076	1.046
		Non-Shoppers	.517	.278	.065	-.033	1.067
		Heavy Shoppers	.076	.317	.812	-.551	.703
	Heavy Shoppers	A little Media	.361	.314	.252	-.259	.982
		Media Mavens	-.556	.511	.278	-1.564	.453

		My Stuff	-.081	.394	.837	-.860	.698
		Travel & Entertainment	.409	.332	.220	-.247	1.065
		Non-Shoppers	.441	.327	.179	-.205	1.088
		Flyers	-.076	.317	.812	-.703	.551
Trust_ Predictability	A little Media	Media Mavens	-1.657(*)	.548	.003	-2.741	-.574
		My Stuff	-.580	.403	.152	-1.377	.216
		Travel & Entertainment	-.388	.321	.229	-1.023	.247
		Non-Shoppers	.557	.315	.079	-.065	1.179
		Flyers	.116	.301	.702	-.479	.711
		Heavy Shoppers	-.324	.360	.370	-1.035	.387
	Media Mavens	A little Media	1.657(*)	.548	.003	.574	2.741
		My Stuff	1.077	.613	.081	-.133	2.287
		Travel & Entertainment	1.269(*)	.562	.025	.159	2.380
		Non-Shoppers	2.214(*)	.558	.000	1.111	3.318
		Flyers	1.773(*)	.551	.002	.684	2.861
		Heavy Shoppers	1.333(*)	.585	.024	.177	2.489
	My Stuff	A little Media	.580	.403	.152	-.216	1.377
		Media Mavens	-1.077	.613	.081	-2.287	.133
		Travel & Entertainment	.192	.422	.649	-.641	1.025
		Non-Shoppers	1.137(*)	.417	.007	.314	1.960
		Flyers	.696	.406	.089	-.107	1.499
		Heavy Shoppers	.256	.452	.571	-.636	1.149
	Travel & Entertainment	A little Media	.388	.321	.229	-.247	1.023
		Media Mavens	-1.269(*)	.562	.025	-2.380	-.159
		My Stuff	-.192	.422	.649	-1.025	.641
		Non-Shoppers	.945(*)	.338	.006	.277	1.613
		Flyers	.503	.325	.124	-.140	1.147
		Heavy Shoppers	.064	.381	.866	-.688	.816
	Non-Shoppers	A little Media	-.557	.315	.079	-1.179	.065
		Media Mavens	-2.214(*)	.558	.000	-3.318	-1.111
		My Stuff	-1.137(*)	.417	.007	-1.960	-.314
		Travel & Entertainment	-.945(*)	.338	.006	-1.613	-.277
		Flyers	-.442	.319	.168	-1.072	.189
		Heavy Shoppers	-.881(*)	.375	.020	-1.622	-.140
	Flyers	A little Media	-.116	.301	.702	-.711	.479
		Media Mavens	-1.773(*)	.551	.002	-2.861	-.684
		My Stuff	-.696	.406	.089	-1.499	.107
		Travel & Entertainment	-.503	.325	.124	-1.147	.140
		Non-Shoppers	.442	.319	.168	-.189	1.072
		Heavy Shoppers	-.439	.364	.229	-1.158	.279
	Heavy Shoppers	A little Media	.324	.360	.370	-.387	1.035
		Media Mavens	-1.333(*)	.585	.024	-2.489	-.177
		My Stuff	-.256	.452	.571	-1.149	.636

	Travel & Entertainment Non-Shoppers Flyers	-.064 .881(*) .439	.381 .375 .364	.866 .020 .229	-.816 .140 -.279	.688 1.622 1.158
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Based on observed means.

* The mean difference is significant at the .05 level.

APPENDIX M

Appendix M: Demographic Variable ANOVAs

M1. Visit: Demographic ANOVAs

Descriptives

		N	Mean	SD	Std. Error	95% Confidence Interval for Mean		Min.	Max.
						Lower Bound	Upper Bound		
How old are you (in years)?	My Stuff	86	29.09	9.87	1.06	26.98	31.21	18.00	56.00
	Some of Everything	84	33.88	12.97	1.42	31.07	36.70	19.00	61.00
	Non-Browsers	53	34.42	14.07	1.93	30.54	38.29	18.00	64.00
	Technos	40	35.35	15.00	2.37	30.55	40.15	18.00	70.00
	Travelers	97	34.96	11.99	1.22	32.54	37.37	19.00	65.00
	Media Mavens	54	33.17	10.64	1.45	30.26	36.07	19.00	60.00
	Frequent Browsers	23	33.39	11.78	2.46	28.30	38.49	20.00	58.00
	Total	437	33.26	12.32	.59	32.10	34.42	18.00	70.00
How many people live in your household, including yourself (please enter the number)?	My Stuff	86	2.71	1.42	.15	2.40	3.01	1.00	8.00
	Some of Everything	83	2.76	1.44	.16	2.45	3.07	1.00	7.00
	Non-Browsers	53	2.92	1.58	.22	2.49	3.36	1.00	8.00
	Technos	40	2.75	1.41	.22	2.30	3.20	1.00	7.00
	Travelers	99	2.94	1.24	.13	2.69	3.19	1.00	8.00
	Media Mavens	54	2.94	1.69	.23	2.48	3.40	1.00	9.00
	Frequent Browsers	23	2.91	2.04	.43	2.03	3.80	1.00	10.00
	Total	438	2.84	1.47	.07	2.70	2.98	1.00	10.00
Please indicate which of the following categories best represents your annual household income before taxes	My Stuff	85	4.44	2.00	.22	4.00	4.87	1.00	8.00
	Some of Everything	82	5.04	2.12	.23	4.57	5.50	1.00	8.00
	Non-Browsers	51	5.02	2.03	.28	4.45	5.59	1.00	8.00
	Technos	39	5.08	2.01	.32	4.43	5.73	1.00	8.00
	Travelers	97	5.40	2.00	.20	5.00	5.80	1.00	8.00
	Media Mavens	53	5.11	2.01	.28	4.56	5.67	1.00	8.00
	Frequent Browsers	22	4.95	1.94	.41	4.09	5.81	1.00	8.00
	Total	429	5.01	2.04	.10	4.81	5.20	1.00	8.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
How old are you (in years)?	Between Groups	2051.890	6	341.982	2.292	.034
	Within Groups	64162.847	430	149.216		
	Total	66214.737	436			
How many people live in your household, including yourself (please enter the number)?	Between Groups	4.406	6	.734	.336	.918
	Within Groups	942.407	431	2.187		
	Total	946.813	437			
Please indicate which of the following categories best represents your annual household income before taxes	Between Groups	43.850	6	7.308	1.782	.101
	Within Groups	1731.129	422	4.102		
	Total	1774.979	428			

Post Hoc Tables (Visit-Demographics)

LSD

Dependent Variable	(I) Ward Method_Visit Cluster Solution	(J) Ward Method_Visit Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
How old are you (in years)?	My Stuff	Some of Everything	-4.788(*)	1.874	.011	-8.471	-1.105
		Non-Browsers	-5.322(*)	2.133	.013	-9.515	-1.129
		Technos	-6.257(*)	2.338	.008	-10.852	-1.662
		Travelers	-5.866(*)	1.809	.001	-9.422	-2.310
		Media Mavens	-4.074	2.121	.055	-8.242	.095
		Frequent Browsers	-4.298	2.868	.135	-9.934	1.338
	Some of Everything	My Stuff	4.788(*)	1.874	.011	1.105	8.471
		Non-Browsers	-.534	2.143	.803	-4.746	3.678
		Technos	-1.469	2.347	.532	-6.081	3.143
		Travelers	-1.078	1.821	.554	-4.656	2.501
		Media Mavens	.714	2.131	.738	-3.473	4.902
		Frequent Browsers	.490	2.875	.865	-5.161	6.140
	Non-Browsers	My Stuff	5.322(*)	2.133	.013	1.129	9.515
		Some of Everything	.534	2.143	.803	-3.678	4.746
		Technos	-.935	2.558	.715	-5.964	4.094
		Travelers	-.544	2.087	.795	-4.645	3.557
		Media Mavens	1.248	2.362	.597	-3.394	5.891
		Frequent Browsers	1.024	3.050	.737	-4.971	7.019
	Technos	My Stuff	6.257(*)	2.338	.008	1.662	10.852
		Some of Everything	1.469	2.347	.532	-3.143	6.081
		Non-Browsers	.935	2.558	.715	-4.094	5.964
		Travelers	.391	2.295	.865	-4.120	4.903
		Media Mavens	2.183	2.548	.392	-2.825	7.192
		Frequent Browsers	1.959	3.197	.540	-4.324	8.242
	Travelers	My Stuff	5.866(*)	1.809	.001	2.310	9.422
		Some of Everything	1.078	1.821	.554	-2.501	4.656
		Non-Browsers	.544	2.087	.795	-3.557	4.645
		Technos	-.391	2.295	.865	-4.903	4.120
		Media Mavens	1.792	2.074	.388	-2.284	5.869
		Frequent Browsers	1.567	2.833	.580	-4.001	7.136

	Media Mavens	My Stuff	4.074	2.121	.055	-.095	8.242
		Some of Everything	-.714	2.131	.738	-4.902	3.473
		Non- Browsers	-1.248	2.362	.597	-5.891	3.394
		Technos	-2.183	2.548	.392	-7.192	2.825
		Travelers	-1.792	2.074	.388	-5.869	2.284
		Frequent Browsers	-.225	3.042	.941	-6.203	5.753
	Frequent Browsers	My Stuff	4.298	2.868	.135	-1.338	9.934
		Some of Everything	-.490	2.875	.865	-6.140	5.161
		Non- Browsers	-1.024	3.050	.737	-7.019	4.971
		Technos	-1.959	3.197	.540	-8.242	4.324
		Travelers	-1.567	2.833	.580	-7.136	4.001
		Media Mavens	.225	3.042	.941	-5.753	6.203
How many people live in your household, including yourself (please enter the number)?	My Stuff	Some of Everything	-.050	.228	.827	-.497	.397
		Non- Browsers	-.215	.258	.405	-.723	.292
		Technos	-.041	.283	.886	-.597	.516
		Travelers	-.230	.218	.292	-.659	.198
		Media Mavens	-.235	.257	.360	-.740	.269
		Frequent Browsers	-.204	.347	.558	-.886	.479
	Some of Everything	My Stuff	.050	.228	.827	-.397	.497
		Non- Browsers	-.165	.260	.525	-.677	.346
		Technos	.009	.285	.975	-.550	.568
		Travelers	-.180	.220	.413	-.613	.252
		Media Mavens	-.185	.259	.474	-.694	.323
		Frequent Browsers	-.154	.348	.659	-.839	.531
	Non- Browsers	My Stuff	.215	.258	.405	-.292	.723
		Some of Everything	.165	.260	.525	-.346	.677
		Technos	.175	.310	.573	-.434	.783
		Travelers	-.015	.252	.953	-.510	.480
		Media Mavens	-.020	.286	.944	-.582	.542
		Frequent Browsers	.011	.369	.975	-.714	.737
	Technos	My Stuff	.041	.283	.886	-.516	.597
		Some of Everything	-.009	.285	.975	-.568	.550
		Non- Browsers	-.175	.310	.573	-.783	.434
		Travelers	-.189	.277	.495	-.734	.355
		Media Mavens	-.194	.308	.529	-.801	.412
		Frequent	-.163	.387	.674	-.924	.598

		Browsers					
	Travelers	My Stuff	.230	.218	.292	-.198	.659
		Some of Everything	.180	.220	.413	-.252	.613
		Non-Browsers	.015	.252	.953	-.480	.510
		Technos	.189	.277	.495	-.355	.734
		Media Mavens	-.005	.250	.984	-.497	.487
		Frequent Browsers	.026	.342	.939	-.646	.699
	Media Mavens	My Stuff	.235	.257	.360	-.269	.740
		Some of Everything	.185	.259	.474	-.323	.694
		Non-Browsers	.020	.286	.944	-.542	.582
		Technos	.194	.308	.529	-.412	.801
		Travelers	.005	.250	.984	-.487	.497
		Frequent Browsers	.031	.368	.932	-.692	.755
	Frequent Browsers	My Stuff	.204	.347	.558	-.479	.886
		Some of Everything	.154	.348	.659	-.531	.839
		Non-Browsers	-.011	.369	.975	-.737	.714
		Technos	.163	.387	.674	-.598	.924
		Travelers	-.026	.342	.939	-.699	.646
		Media Mavens	-.031	.368	.932	-.755	.692
Please indicate which of the following categories best represents your annual household income before taxes	My Stuff	Some of Everything	-.601	.314	.056	-1.218	.015
		Non-Browsers	-.584	.359	.104	-1.289	.121
		Technos	-.642	.392	.102	-1.412	.128
		Travelers	-.967(*)	.301	.001	-1.558	-.375
		Media Mavens	-.678	.354	.057	-1.375	.019
		Frequent Browsers	-.519	.484	.284	-1.472	.433
	Some of Everything	My Stuff	.601	.314	.056	-.015	1.218
		Non-Browsers	.017	.361	.963	-.693	.727
		Technos	-.040	.394	.918	-.815	.734
		Travelers	-.365	.304	.230	-.963	.232
		Media Mavens	-.077	.357	.830	-.778	.625
		Frequent Browsers	.082	.486	.866	-.874	1.038
	Non-Browsers	My Stuff	.584	.359	.104	-.121	1.289
		Some of Everything	-.017	.361	.963	-.727	.693
		Technos	-.057	.431	.894	-.904	.790
		Travelers	-.382	.350	.276	-1.071	.306
		Media Mavens	-.094	.397	.814	-.875	.687

	Frequent Browsers	.065	.517	.900	-.950	1.081
Technos	My Stuff	.642	.392	.102	-.128	1.412
	Some of Everything	.040	.394	.918	-.734	.815
	Non-Browsers	.057	.431	.894	-.790	.904
	Travelers	-.325	.384	.398	-1.080	.430
	Media Mavens	-.036	.427	.932	-.876	.804
	Frequent Browsers	.122	.540	.821	-.939	1.184
Travelers	My Stuff	.967(*)	.301	.001	.375	1.558
	Some of Everything	.365	.304	.230	-.232	.963
	Non-Browsers	.382	.350	.276	-.306	1.071
	Technos	.325	.384	.398	-.430	1.080
	Media Mavens	.289	.346	.404	-.391	.969
	Frequent Browsers	.448	.478	.350	-.493	1.388
Media Mavens	My Stuff	.678	.354	.057	-.019	1.375
	Some of Everything	.077	.357	.830	-.625	.778
	Non-Browsers	.094	.397	.814	-.687	.875
	Technos	.036	.427	.932	-.804	.876
	Travelers	-.289	.346	.404	-.969	.391
	Frequent Browsers	.159	.514	.758	-.851	1.168
Frequent Browsers	My Stuff	.519	.484	.284	-.433	1.472
	Some of Everything	-.082	.486	.866	-1.038	.874
	Non-Browsers	-.065	.517	.900	-1.081	.950
	Technos	-.122	.540	.821	-1.184	.939
	Travelers	-.448	.478	.350	-1.388	.493
	Media Mavens	-.159	.514	.758	-1.168	.851

* The mean difference is significant at the .05 level.

M2. Purchase: Demographic ANOVAs

Descriptives

		N	Mean	SD	Std. Error	95% Confidence Interval for Mean		Min.	Max.
						Lower Bound	Upper Bound		
How old are you (in years)?	A little Media	113	34.09	13.19	1.24	31.63	36.55	18.00	70.00
	Media Mavens	33	35.39	12.11	2.11	31.10	39.69	19.00	58.00
	My Stuff	53	31.96	10.00	1.37	29.21	34.72	19.00	60.00
	Travel & Entertainment	66	32.77	11.81	1.45	29.87	35.68	18.00	60.00
	Non-Shoppers	52	30.54	12.55	1.74	27.05	34.03	18.00	61.00
	Flyers	67	30.73	12.01	1.47	27.80	33.66	18.00	64.00
	Heavy Shoppers	53	37.96	12.32	1.69	34.57	41.36	19.00	63.00
	Total	437	33.26	12.32	.59	32.10	34.42	18.00	70.00
How many people live in your household, including yourself (please enter the number)?	A little Media	113	2.97	1.58	.15	2.68	3.27	1.00	9.00
	Media Mavens	33	2.97	1.16	.20	2.56	3.38	1.00	5.00
	My Stuff	54	2.43	1.27	.17	2.08	2.77	1.00	6.00
	Travel & Entertainment	67	2.45	1.13	.14	2.17	2.72	1.00	5.00
	Non-Shoppers	51	3.31	1.62	.23	2.86	3.77	1.00	9.00
	Flyers	67	2.96	1.54	.19	2.58	3.33	1.00	7.00
	Heavy Shoppers	53	2.79	1.59	.22	2.36	3.23	1.00	10.00
	Total	438	2.84	1.47	.07	2.70	2.98	1.00	10.00
Please indicate which of the following categories best represents your annual household income before taxes	A little Media	111	4.87	1.97	.19	4.50	5.24	1.00	8.00
	Media Mavens	33	5.09	2.02	.35	4.37	5.81	1.00	8.00
	My Stuff	54	4.89	2.09	.28	4.32	5.46	1.00	8.00
	Travel & Entertainment	66	4.85	1.98	.24	4.36	5.33	1.00	8.00
	Non-Shoppers	52	4.37	2.07	.29	3.79	4.94	1.00	7.00
	Flyers	64	5.33	1.98	.25	4.83	5.82	1.00	8.00
	Heavy Shoppers	49	5.86	2.03	.29	5.27	6.44	1.00	8.00
	Total	429	5.01	2.04	.10	4.81	5.20	1.00	8.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
How old are you (in years)?	Between Groups	2318.216	6	386.369	2.600	.017
	Within Groups	63896.521	430	148.597		
	Total	66214.737	436			
How many people live in your household, including yourself (please enter the number)?	Between Groups	34.589	6	5.765	2.724	.013
	Within Groups	912.224	431	2.117		
	Total	946.813	437			
Please indicate which of the following categories best represents your annual household income before taxes	Between Groups	68.032	6	11.339	2.803	.011
	Within Groups	1706.947	422	4.045		
	Total	1774.979	428			

Post Hoc Tests (Purchase- Demographics)

LSD

Dependent Variable	(I) Ward Method-Purchase Cluster Solution	(J) Ward Method-Purchase Cluster Solution	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
How old are you (in years)?	A little Media	Media Mavens	-1.305	2.412	.589	-6.046	3.435
		My Stuff	2.126	2.029	.295	-1.863	6.115
		Travel & Entertainment	1.316	1.889	.486	-2.396	5.028
		Non-Shoppers	3.550	2.043	.083	-.465	7.565
		Flyers	3.357	1.880	.075	-.337	7.051
		Heavy Shoppers	-3.874	2.029	.057	-7.863	.115
	Media Mavens	A little Media	1.305	2.412	.589	-3.435	6.046
		My Stuff	3.432	2.703	.205	-1.881	8.745
		Travel & Entertainment	2.621	2.599	.314	-2.487	7.729
		Non-Shoppers	4.855	2.713	.074	-.477	10.188
		Flyers	4.663	2.592	.073	-.433	9.758
		Heavy Shoppers	-2.568	2.703	.343	-7.881	2.745
	My Stuff	A little Media	-2.126	2.029	.295	-6.115	1.863
		Media Mavens	-3.432	2.703	.205	-8.745	1.881
		Travel & Entertainment	-.810	2.248	.719	-5.230	3.609
		Non-Shoppers	1.424	2.379	.550	-3.253	6.100
		Flyers	1.231	2.241	.583	-3.174	5.635
		Heavy Shoppers	-6.000(*)	2.368	.012	-10.654	-1.346
	Travel & Entertainment	A little Media	-1.316	1.889	.486	-5.028	2.396
		Media Mavens	-2.621	2.599	.314	-7.729	2.487
		My Stuff	.810	2.248	.719	-3.609	5.230
		Non-Shoppers	2.234	2.260	.323	-2.208	6.677
		Flyers	2.041	2.114	.335	-2.114	6.197
		Heavy Shoppers	-5.190(*)	2.248	.021	-9.609	-.770
	Non-Shoppers	A little Media	-3.550	2.043	.083	-7.565	.465
		Media Mavens	-4.855	2.713	.074	-10.188	.477
		My Stuff	-1.424	2.379	.550	-6.100	3.253
		Travel & Entertainment	-2.234	2.260	.323	-6.677	2.208
		Flyers	-.193	2.253	.932	-4.621	4.235
		Heavy Shoppers	-7.424(*)	2.379	.002	-12.100	-2.747
	Flyers	A little Media	-3.357	1.880	.075	-7.051	.337
		Media Mavens	-4.663	2.592	.073	-9.758	.433
		My Stuff	-1.231	2.241	.583	-5.635	3.174
		Travel & Entertainment	-2.041	2.114	.335	-6.197	2.114
		Non-Shoppers	.193	2.253	.932	-4.235	4.621
		Heavy Shoppers	-7.231(*)	2.241	.001	-11.635	-2.826

How many people live in your household, including yourself (please enter the number)?	Heavy Shoppers	A little Media	3.874	2.029	.057	-.115	7.863
		Media Mavens	2.568	2.703	.343	-2.745	7.881
		My Stuff	6.000(*)	2.368	.012	1.346	10.654
		Travel & Entertainment	5.190(*)	2.248	.021	.770	9.609
		Non-Shoppers	7.424(*)	2.379	.002	2.747	12.100
		Flyers	7.231(*)	2.241	.001	2.826	11.635
	A little Media	Media Mavens	.004	.288	.990	-.562	.570
		My Stuff	.548(*)	.241	.023	.074	1.021
		Travel & Entertainment	.526(*)	.224	.020	.085	.967
		Non-Shoppers	-.340	.245	.166	-.823	.142
		Flyers	.018	.224	.935	-.423	.459
		Heavy Shoppers	.181	.242	.455	-.295	.657
	Media Mavens	A little Media	-.004	.288	.990	-.570	.562
		My Stuff	.544	.321	.091	-.088	1.176
		Travel & Entertainment	.522	.309	.092	-.086	1.130
		Non-Shoppers	-.344	.325	.290	-.983	.295
		Flyers	.014	.309	.963	-.594	.623
		Heavy Shoppers	.177	.323	.583	-.457	.811
	My Stuff	A little Media	-.548(*)	.241	.023	-1.021	-.074
		Media Mavens	-.544	.321	.091	-1.176	.088
		Travel & Entertainment	-.022	.266	.935	-.545	.501
		Non-Shoppers	-.888(*)	.284	.002	-1.446	-.329
		Flyers	-.529(*)	.266	.047	-1.052	-.006
		Heavy Shoppers	-.367	.281	.193	-.919	.186
	Travel & Entertainment	A little Media	-.526(*)	.224	.020	-.967	-.085
		Media Mavens	-.522	.309	.092	-1.130	.086
		My Stuff	.022	.266	.935	-.501	.545
		Non-Shoppers	-.866(*)	.270	.001	-1.397	-.335
		Flyers	-.507(*)	.251	.044	-1.001	-.013
		Heavy Shoppers	-.345	.267	.198	-.870	.181
	Non-Shoppers	A little Media	.340	.245	.166	-.142	.823
		Media Mavens	.344	.325	.290	-.295	.983
		My Stuff	.888(*)	.284	.002	.329	1.446
		Travel & Entertainment	.866(*)	.270	.001	.335	1.397
		Flyers	.359	.270	.186	-.173	.890
		Heavy Shoppers	.521	.285	.068	-.040	1.082
	Flyers	A little Media	-.018	.224	.935	-.459	.423
		Media Mavens	-.014	.309	.963	-.623	.594
		My Stuff	.529(*)	.266	.047	.006	1.052
		Travel & Entertainment	.507(*)	.251	.044	.013	1.001
		Non-Shoppers	-.359	.270	.186	-.890	.173
		Heavy Shoppers	.163	.267	.543	-.363	.688
	Heavy Shoppers	A little Media	-.181	.242	.455	-.657	.295
		Media Mavens	-.177	.323	.583	-.811	.457

		My Stuff	.367	.281	.193	-.186	.919
		Travel & Entertainment	.345	.267	.198	-.181	.870
		Non-Shoppers	-.521	.285	.068	-1.082	.040
		Flyers	-.163	.267	.543	-.688	.363
Please indicate which of the following categories best represents your annual household income before taxes	A little Media	Media Mavens	-.217	.399	.587	-1.001	.567
		My Stuff	-.015	.334	.964	-.671	.641
		Travel & Entertainment	.025	.313	.935	-.589	.640
		Non-Shoppers	.508	.338	.133	-.156	1.173
		Flyers	-.454	.316	.151	-1.075	.166
		Heavy Shoppers	-.983(*)	.345	.005	-1.661	-.305
	Media Mavens	A little Media	.217	.399	.587	-.567	1.001
		My Stuff	.202	.444	.650	-.671	1.076
		Travel & Entertainment	.242	.429	.572	-.600	1.085
		Non-Shoppers	.726	.448	.106	-.154	1.605
		Flyers	-.237	.431	.582	-1.084	.610
		Heavy Shoppers	-.766	.453	.091	-1.656	.124
	My Stuff	A little Media	.015	.334	.964	-.641	.671
		Media Mavens	-.202	.444	.650	-1.076	.671
		Travel & Entertainment	.040	.369	.913	-.685	.766
		Non-Shoppers	.524	.391	.181	-.245	1.292
		Flyers	-.439	.372	.238	-1.170	.291
		Heavy Shoppers	-.968(*)	.397	.015	-1.748	-.188
	Travel & Entertainment	A little Media	-.025	.313	.935	-.640	.589
		Media Mavens	-.242	.429	.572	-1.085	.600
		My Stuff	-.040	.369	.913	-.766	.685
		Non-Shoppers	.483	.373	.196	-.250	1.216
		Flyers	-.480	.353	.175	-1.173	.214
		Heavy Shoppers	-1.009(*)	.379	.008	-1.754	-.263
	Non-Shoppers	A little Media	-.508	.338	.133	-1.173	.156
		Media Mavens	-.726	.448	.106	-1.605	.154
		My Stuff	-.524	.391	.181	-1.292	.245
		Travel & Entertainment	-.483	.373	.196	-1.216	.250
		Flyers	-.963(*)	.375	.011	-1.701	-.225
		Heavy Shoppers	-1.492(*)	.400	.000	-2.279	-.705
	Flyers	A little Media	.454	.316	.151	-.166	1.075
		Media Mavens	.237	.431	.582	-.610	1.084
		My Stuff	.439	.372	.238	-.291	1.170
		Travel & Entertainment	.480	.353	.175	-.214	1.173
		Non-Shoppers	.963(*)	.375	.011	.225	1.701
		Heavy Shoppers	-.529	.382	.167	-1.279	.221
	Heavy Shoppers	A little Media	.983(*)	.345	.005	.305	1.661
		Media Mavens	.766	.453	.091	-.124	1.656
		My Stuff	.968(*)	.397	.015	.188	1.748
		Travel & Entertainment	1.009(*)	.379	.008	.263	1.754

	Non-Shoppers	1.492(*)	.400	.000	.705	2.279
	Flyers	.529	.382	.167	-.221	1.279

* The mean difference is significant at the .05 level.

APPENDIX N

Appendix N: Dichotomous Demographic Variables Chi-Square and Cross Tabulations

N1. Visit: Dichotomous Demographics

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Ward Method_Visit Cluster Solution * Employed-full time	439	99.5%	2	.5%	441	100.0%
Ward Method_Visit Cluster Solution * Marital status dummy coded	440	99.8%	1	.2%	441	100.0%
Ward Method_Visit Cluster Solution * Education dummy coded	439	99.5%	2	.5%	441	100.0%
Ward Method_Visit Cluster Solution * Gender dummy coded	439	99.5%	2	.5%	441	100.0%

Ward Method_Visit Cluster Solution * Employed-full time

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.590 ^a	6	.016
Likelihood Ratio	15.697	6	.015
Linear-by-Linear Association	6.560	1	.010
N of Valid Cases	439		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.32.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.185	.016
N of Valid Cases	439	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Crosstab

			Employed-full time		Total
			No	Yes	
Ward Method_Visit Cluster Solution	My Stuff	Count	47	39	86
		% within Ward Method_Visit Cluster Solution	54.7%	45.3%	100.0%
		% within Employed-full time	23.9%	16.1%	19.6%
		% of Total	10.7%	8.9%	19.6%
	Some of Everything	Count	38	46	84
		% within Ward Method_Visit Cluster Solution	45.2%	54.8%	100.0%
		% within Employed-full time	19.3%	19.0%	19.1%
		% of Total	8.7%	10.5%	19.1%
	Non-Browsers	Count	24	29	53
		% within Ward Method_Visit Cluster Solution	45.3%	54.7%	100.0%
		% within Employed-full time	12.2%	12.0%	12.1%
		% of Total	5.5%	6.6%	12.1%
	Technos	Count	26	15	41
		% within Ward Method_Visit Cluster Solution	63.4%	36.6%	100.0%
		% within Employed-full time	13.2%	6.2%	9.3%
		% of Total	5.9%	3.4%	9.3%
	Travelers	Count	33	64	97
		% within Ward Method_Visit Cluster Solution	34.0%	66.0%	100.0%
		% within Employed-full time	16.8%	26.4%	22.1%
		% of Total	7.5%	14.6%	22.1%
	Media Mavens	Count	21	34	55
		% within Ward Method_Visit Cluster Solution	38.2%	61.8%	100.0%
		% within Employed-full time	10.7%	14.0%	12.5%
		% of Total	4.8%	7.7%	12.5%
	Frequent Browsers	Count	8	15	23
		% within Ward Method_Visit Cluster Solution	34.8%	65.2%	100.0%
		% within Employed-full time	4.1%	6.2%	5.2%
		% of Total	1.8%	3.4%	5.2%
Total	Count		197	242	439
	% within Ward Method_Visit Cluster Solution		44.9%	55.1%	100.0%
	% within Employed-full time		100.0%	100.0%	100.0%
	% of Total		44.9%	55.1%	100.0%

Ward Method_Visit Cluster Solution * Marital status dummy coded

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.119 ^a	6	.041
Likelihood Ratio	13.182	6	.040
Linear-by-Linear Association	7.216	1	.007
N of Valid Cases	440		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.30.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.170	.041
N of Valid Cases	440	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Crosstab

			Marital status dummy coded		Total
			Not Married	Married	
Ward Method_Visit Cluster Solution	My Stuff	Count	61	25	86
		% within Ward Method_Visit Cluster Solution	70.9%	29.1%	100.0%
		% within Marital status dummy coded	23.3%	14.0%	19.5%
		% of Total	13.9%	5.7%	19.5%
	Some of Everything	Count	54	30	84
		% within Ward Method_Visit Cluster Solution	64.3%	35.7%	100.0%
		% within Marital status dummy coded	20.6%	16.9%	19.1%
		% of Total	12.3%	6.8%	19.1%
	Non-Browsers	Count	33	20	53
		% within Ward Method_Visit Cluster Solution	62.3%	37.7%	100.0%
		% within Marital status dummy coded	12.6%	11.2%	12.0%
		% of Total	7.5%	4.5%	12.0%
	Technos	Count	23	18	41
		% within Ward Method_Visit Cluster Solution	56.1%	43.9%	100.0%
		% within Marital status dummy coded	8.8%	10.1%	9.3%
		% of Total	5.2%	4.1%	9.3%
	Travelers	Count	46	52	98
		% within Ward Method_Visit Cluster Solution	46.9%	53.1%	100.0%
		% within Marital status dummy coded	17.6%	29.2%	22.3%
		% of Total	10.5%	11.8%	22.3%
	Media Mavens	Count	30	25	55
		% within Ward Method_Visit Cluster Solution	54.5%	45.5%	100.0%
		% within Marital status dummy coded	11.5%	14.0%	12.5%
		% of Total	6.8%	5.7%	12.5%
	Frequent Browsers	Count	15	8	23
		% within Ward Method_Visit Cluster Solution	65.2%	34.8%	100.0%
		% within Marital status dummy coded	5.7%	4.5%	5.2%
		% of Total	3.4%	1.8%	5.2%
Total	Count	262	178	440	
	% within Ward Method_Visit Cluster Solution	59.5%	40.5%	100.0%	
	% within Marital status dummy coded	100.0%	100.0%	100.0%	
	% of Total	59.5%	40.5%	100.0%	

Ward Method_Visit Cluster Solution * Education dummy coded

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.473 ^a	6	.205
Likelihood Ratio	8.513	6	.203
Linear-by-Linear Association	1.606	1	.205
N of Valid Cases	439		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.85.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.138	.205
N of Valid Cases	439	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Crosstab

			Education dummy coded		Total
			Not a college graduate	College Graduate	
Ward Method_Visit Cluster Solution	My Stuff	Count	37	49	86
		% within Ward Method_Visit Cluster Solution	43.0%	57.0%	100.0%
		% within Education dummy coded	17.9%	21.1%	19.6%
		% of Total	8.4%	11.2%	19.6%
	Some of Everything	Count	47	37	84
		% within Ward Method_Visit Cluster Solution	56.0%	44.0%	100.0%
		% within Education dummy coded	22.7%	15.9%	19.1%
		% of Total	10.7%	8.4%	19.1%
	Non-Browsers	Count	28	25	53
		% within Ward Method_Visit Cluster Solution	52.8%	47.2%	100.0%
		% within Education dummy coded	13.5%	10.8%	12.1%
		% of Total	6.4%	5.7%	12.1%
	Technos	Count	23	18	41
		% within Ward Method_Visit Cluster Solution	56.1%	43.9%	100.0%
		% within Education dummy coded	11.1%	7.8%	9.3%
		% of Total	5.2%	4.1%	9.3%
	Travelers	Count	42	55	97
		% within Ward Method_Visit Cluster Solution	43.3%	56.7%	100.0%
		% within Education dummy coded	20.3%	23.7%	22.1%
		% of Total	9.6%	12.5%	22.1%
	Media Mavens	Count	20	35	55
		% within Ward Method_Visit Cluster Solution	36.4%	63.6%	100.0%
		% within Education dummy coded	9.7%	15.1%	12.5%
		% of Total	4.6%	8.0%	12.5%
	Frequent Browsers	Count	10	13	23
		% within Ward Method_Visit Cluster Solution	43.5%	56.5%	100.0%
		% within Education dummy coded	4.8%	5.6%	5.2%
		% of Total	2.3%	3.0%	5.2%
Total	Count		207	232	439
	% within Ward Method_Visit Cluster Solution		47.2%	52.8%	100.0%
	% within Education dummy coded		100.0%	100.0%	100.0%
	% of Total		47.2%	52.8%	100.0%

Ward Method_Visit Cluster Solution * Gender dummy coded

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.088 ^a	6	.000
Likelihood Ratio	35.448	6	.000
Linear-by-Linear Association	10.095	1	.001
N of Valid Cases	439		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.54.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.276	.000
N of Valid Cases	439	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Crosstab

			Gender dummy coded		Total
			Female	Male	
Ward Method_Visit Cluster Solution	My Stuff	Count	71	15	86
		% within Ward Method_Visit Cluster Solution	82.6%	17.4%	100.0%
		% within Gender dummy coded	24.1%	10.4%	19.6%
		% of Total	16.2%	3.4%	19.6%
	Some of Everything	Count	56	27	83
		% within Ward Method_Visit Cluster Solution	67.5%	32.5%	100.0%
		% within Gender dummy coded	19.0%	18.8%	18.9%
		% of Total	12.8%	6.2%	18.9%
	Non-Browsers	Count	40	13	53
		% within Ward Method_Visit Cluster Solution	75.5%	24.5%	100.0%
		% within Gender dummy coded	13.6%	9.0%	12.1%
		% of Total	9.1%	3.0%	12.1%
	Technos	Count	14	27	41
		% within Ward Method_Visit Cluster Solution	34.1%	65.9%	100.0%
		% within Gender dummy coded	4.7%	18.8%	9.3%
		% of Total	3.2%	6.2%	9.3%
	Travelers	Count	70	28	98
		% within Ward Method_Visit Cluster Solution	71.4%	28.6%	100.0%
		% within Gender dummy coded	23.7%	19.4%	22.3%
		% of Total	15.9%	6.4%	22.3%
	Media Mavens	Count	31	24	55
		% within Ward Method_Visit Cluster Solution	56.4%	43.6%	100.0%
		% within Gender dummy coded	10.5%	16.7%	12.5%
		% of Total	7.1%	5.5%	12.5%
	Frequent Browsers	Count	13	10	23
		% within Ward Method_Visit Cluster Solution	56.5%	43.5%	100.0%
		% within Gender dummy coded	4.4%	6.9%	5.2%
		% of Total	3.0%	2.3%	5.2%
Total		Count	295	144	439
		% within Ward Method_Visit Cluster Solution	67.2%	32.8%	100.0%
		% within Gender dummy coded	100.0%	100.0%	100.0%
		% of Total	67.2%	32.8%	100.0%

N2. Purchase: Dichotomous Demographics

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Ward Method-Purchase Cluster Solution * Employed-full time	439	99.5%	2	.5%	441	100.0%
Ward Method-Purchase Cluster Solution * Marital status dummy coded	440	99.8%	1	.2%	441	100.0%
Ward Method-Purchase Cluster Solution * Education dummy coded	439	99.5%	2	.5%	441	100.0%
Ward Method-Purchase Cluster Solution * Gender dummy coded	439	99.5%	2	.5%	441	100.0%

Ward Method-Purchase Cluster Solution * Employed-full time

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.321 ^a	6	.112
Likelihood Ratio	10.456	6	.107
Linear-by-Linear Association	.122	1	.727
N of Valid Cases	439		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.81.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.152	.112
N of Valid Cases	439	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Crosstab

			Employed-full time		Total
			No	Yes	
Ward Method- Purchase Cluster Solution	A little Media	Count	55	60	115
		% within Ward Method-Purchase Cluster Solution	47.8%	52.2%	100.0%
		% within Employed-full time	27.9%	24.8%	26.2%
		% of Total	12.5%	13.7%	26.2%
	Media Mavens	Count	10	23	33
		% within Ward Method-Purchase Cluster Solution	30.3%	69.7%	100.0%
		% within Employed-full time	5.1%	9.5%	7.5%
		% of Total	2.3%	5.2%	7.5%
	My Stuff	Count	24	30	54
		% within Ward Method-Purchase Cluster Solution	44.4%	55.6%	100.0%
		% within Employed-full time	12.2%	12.4%	12.3%
		% of Total	5.5%	6.8%	12.3%
	Travel & Entertainment	Count	23	43	66
		% within Ward Method-Purchase Cluster Solution	34.8%	65.2%	100.0%
		% within Employed-full time	11.7%	17.8%	15.0%
		% of Total	5.2%	9.8%	15.0%
	Non-Shoppers	Count	30	22	52
		% within Ward Method-Purchase Cluster Solution	57.7%	42.3%	100.0%
		% within Employed-full time	15.2%	9.1%	11.8%
		% of Total	6.8%	5.0%	11.8%
	Flyers	Count	33	33	66
		% within Ward Method-Purchase Cluster Solution	50.0%	50.0%	100.0%
		% within Employed-full time	16.8%	13.6%	15.0%
		% of Total	7.5%	7.5%	15.0%
	Heavy Shoppers	Count	22	31	53
		% within Ward Method-Purchase Cluster Solution	41.5%	58.5%	100.0%
		% within Employed-full time	11.2%	12.8%	12.1%
		% of Total	5.0%	7.1%	12.1%
Total	Count	197	242	439	
	% within Ward Method-Purchase Cluster Solution	44.9%	55.1%	100.0%	
	% within Employed-full time	100.0%	100.0%	100.0%	
	% of Total	44.9%	55.1%	100.0%	

Ward Method-Purchase Cluster Solution * Marital status dummy coded

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.308 ^a	6	.635
Likelihood Ratio	4.357	6	.628
Linear-by-Linear Association	.790	1	.374
N of Valid Cases	440		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.35.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.098	.635
N of Valid Cases	440	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Crosstab

			Marital status dummy coded		Total
			Not Married	Married	
Ward Method-Purchase Cluster Solution	A little Media	Count	63	52	115
		% within Ward Method-Purchase Cluster Solution	54.8%	45.2%	100.0%
		% within Marital status dummy coded	24.0%	29.2%	26.1%
		% of Total	14.3%	11.8%	26.1%
	Media Mavens	Count	18	15	33
		% within Ward Method-Purchase Cluster Solution	54.5%	45.5%	100.0%
		% within Marital status dummy coded	6.9%	8.4%	7.5%
		% of Total	4.1%	3.4%	7.5%
	My Stuff	Count	32	22	54
		% within Ward Method-Purchase Cluster Solution	59.3%	40.7%	100.0%
		% within Marital status dummy coded	12.2%	12.4%	12.3%
		% of Total	7.3%	5.0%	12.3%
	Travel & Entertainment	Count	44	22	66
		% within Ward Method-Purchase Cluster Solution	66.7%	33.3%	100.0%
		% within Marital status dummy coded	16.8%	12.4%	15.0%
		% of Total	10.0%	5.0%	15.0%
	Non-Shoppers	Count	35	17	52
		% within Ward Method-Purchase Cluster Solution	67.3%	32.7%	100.0%
		% within Marital status dummy coded	13.4%	9.6%	11.8%
		% of Total	8.0%	3.9%	11.8%
	Flyers	Count	40	27	67
		% within Ward Method-Purchase Cluster Solution	59.7%	40.3%	100.0%
		% within Marital status dummy coded	15.3%	15.2%	15.2%
		% of Total	9.1%	6.1%	15.2%
	Heavy Shoppers	Count	30	23	53
		% within Ward Method-Purchase Cluster Solution	56.6%	43.4%	100.0%
		% within Marital status dummy coded	11.5%	12.9%	12.0%
		% of Total	6.8%	5.2%	12.0%
Total	Count	262	178	440	
	% within Ward Method-Purchase Cluster Solution	59.5%	40.5%	100.0%	
	% within Marital status dummy coded	100.0%	100.0%	100.0%	
	% of Total	59.5%	40.5%	100.0%	

Ward Method-Purchase Cluster Solution * Education dummy coded

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.085 ^a	6	.002
Likelihood Ratio	21.364	6	.002
Linear-by-Linear Association	4.480	1	.034
N of Valid Cases	439		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.56.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.214	.002
N of Valid Cases	439	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Crosstab

			Education dummy coded		Total
			Not a college graduate	College Graduate	
Ward Method-Purchase Cluster Solution	A little Media	Count	45	70	115
		% within Ward Method-Purchase Cluster Solution	39.1%	60.9%	100.0%
		% within Education dummy coded	21.7%	30.2%	26.2%
		% of Total	10.3%	15.9%	26.2%
	Media Mavens	Count	15	18	33
		% within Ward Method-Purchase Cluster Solution	45.5%	54.5%	100.0%
		% within Education dummy coded	7.2%	7.8%	7.5%
		% of Total	3.4%	4.1%	7.5%
	My Stuff	Count	19	35	54
		% within Ward Method-Purchase Cluster Solution	35.2%	64.8%	100.0%
		% within Education dummy coded	9.2%	15.1%	12.3%
		% of Total	4.3%	8.0%	12.3%
	Travel & Entertainment	Count	34	33	67
		% within Ward Method-Purchase Cluster Solution	50.7%	49.3%	100.0%
		% within Education dummy coded	16.4%	14.2%	15.3%
		% of Total	7.7%	7.5%	15.3%
	Non-Shoppers	Count	36	16	52
		% within Ward Method-Purchase Cluster Solution	69.2%	30.8%	100.0%
		% within Education dummy coded	17.4%	6.9%	11.8%
		% of Total	8.2%	3.6%	11.8%
	Flyers	Count	38	28	66
		% within Ward Method-Purchase Cluster Solution	57.6%	42.4%	100.0%
		% within Education dummy coded	18.4%	12.1%	15.0%
		% of Total	8.7%	6.4%	15.0%
	Heavy Shoppers	Count	20	32	52
		% within Ward Method-Purchase Cluster Solution	38.5%	61.5%	100.0%
		% within Education dummy coded	9.7%	13.8%	11.8%
		% of Total	4.6%	7.3%	11.8%
Total	Count		207	232	439
	% within Ward Method-Purchase Cluster Solution		47.2%	52.8%	100.0%
	% within Education dummy coded		100.0%	100.0%	100.0%
	% of Total		47.2%	52.8%	100.0%

Ward Method-Purchase Cluster Solution * Gender dummy coded

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.498 ^a	6	.000
Likelihood Ratio	44.919	6	.000
Linear-by-Linear Association	8.834	1	.003
N of Valid Cases	439		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.82.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.303	.000
N of Valid Cases	439	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Crosstab

			Gender dummy coded		Total
			Female	Male	
Ward Method- Purchase Cluster Solution	A little Media	Count	61	54	115
		% within Ward Method-Purchase Cluster Solution	53.0%	47.0%	100.0%
		% within Gender dummy coded	20.7%	37.5%	26.2%
		% of Total	13.9%	12.3%	26.2%
	Media Mavens	Count	13	20	33
		% within Ward Method-Purchase Cluster Solution	39.4%	60.6%	100.0%
		% within Gender dummy coded	4.4%	13.9%	7.5%
		% of Total	3.0%	4.6%	7.5%
	My Stuff	Count	45	9	54
		% within Ward Method-Purchase Cluster Solution	83.3%	16.7%	100.0%
		% within Gender dummy coded	15.3%	6.3%	12.3%
		% of Total	10.3%	2.1%	12.3%
	Travel & Entertainment	Count	53	14	67
		% within Ward Method-Purchase Cluster Solution	79.1%	20.9%	100.0%
		% within Gender dummy coded	18.0%	9.7%	15.3%
		% of Total	12.1%	3.2%	15.3%
	Non-Shoppers	Count	43	9	52
		% within Ward Method-Purchase Cluster Solution	82.7%	17.3%	100.0%
		% within Gender dummy coded	14.6%	6.3%	11.8%
		% of Total	9.8%	2.1%	11.8%
	Flyers	Count	51	15	66
		% within Ward Method-Purchase Cluster Solution	77.3%	22.7%	100.0%
		% within Gender dummy coded	17.3%	10.4%	15.0%
		% of Total	11.6%	3.4%	15.0%
	Heavy Shoppers	Count	29	23	52
		% within Ward Method-Purchase Cluster Solution	55.8%	44.2%	100.0%
		% within Gender dummy coded	9.8%	16.0%	11.8%
		% of Total	6.6%	5.2%	11.8%
Total	Count		295	144	439
	% within Ward Method-Purchase Cluster Solution		67.2%	32.8%	100.0%
	% within Gender dummy coded		100.0%	100.0%	100.0%
	% of Total		67.2%	32.8%	100.0%